

# **GBCA Marketing Advisory Group**

## **Terms of Reference**

### **Background**

The Green Building Council of Australia's Marketing Advisory Group is made up of communications professionals who are focused on the sustainable transformation of the built environment.

### **Group activities**

The group will meet three times each year (April, August and December) to discuss communications, marketing, media and branding activities at the GBCA. The group will also discuss how the GBCA can help member and partner organisations to achieve their communications and marketing objectives. Members will have the opportunity to provide input on strategic brand and marketing projects as they arise.

### **Purpose**

- The purpose of the group is to act as a stakeholder consultation group for communications and marketing projects.
- The group is appointed by the GBCA and is made up of members selected for their marketing expertise, industry knowledge, commercial acumen and complimentary skill sets.
- The Senior Manager – Marketing and Communications will act as the Chair to facilitate the meetings. The role of the Chair will be to lead and facilitate discussion during meetings.
- The group is not a committee of the GBCA and does not have any decision-making role. The group does not have any authority to act or speak on behalf of the GBCA.
- All information shared with the group is in confidence. Unless otherwise stated, do not disclose any documents or information shared elsewhere.

### **Expectations of Marketing Advisory Group members**

Members will assist in the development and launch of GBCA communications, marketing and branding projects by:

- Reviewing strategy documents and providing feedback where applicable
- Providing ideas for continued innovations in the delivery of the GBCA's marketing, communications and brand strategy
- Providing insight into activities that would help member and partner organisations to promote their work with the GBCA
- Providing recommendations on partnership or sponsorship alignment opportunities
- Making introductions to relevant contacts within your own organisation or elsewhere, where appropriate.

### **Terms of engagement**

The term of appointment to the group will be for an initial period of 12 months.

- Details of group members (including name, position and organisation) will be disclosed on the GBCA website.
- Any conflict of interest or perceived conflict of interest must be communicated to the Chair as soon as it arises.
- Members of the group acknowledge that the GBCA owns all copyright and other propriety rights in the development of new products and associated brands.
- Members of the group are expected to act in a professional manner and with a high level of personal integrity.
- Members will not be remunerated for their time or associated costs (e.g. travel and accommodation); this position is entirely in-kind.

#### Estimated time commitment for Marketing Advisory Group members

Group meetings will be held three times per year in Sydney at L31, Tower 2, Barangaroo. Participants are also welcome to join via teleconference. Collateral for review and feedback will be circulated one week prior to meeting.

- In addition to these meetings, ongoing feedback from the group may be sought via email where appropriate.
- Time commitment from group members will vary, but it is estimated to be a maximum of 1 hour per month.