

Squash Australia Working Parties

Profile Working Group

Roles and responsibilities:

Profile Working Group members will play a key part in developing ideas, content and process for moving all areas of the newly launched Squash Australia Strategic Plan forward. [Please click here to see the Squash Australia Strategic Plan.](#)

The Profile Working Group (PWG) will be a major resource to the Board and CEO of Squash Australia to assist in developing and managing the game of squash across Australia.

The PWG will focus on the following key areas of Squash Australia;

- 1) Profile section of the strategic plan;
- 2) Communication plan;
- 3) Marketing plan;
- 4) Media plan;
- 5) Identification of resources to successfully delivery against the plans;
 - Staff
 - IT requirements
 - budget

In performing its duties, the PWG will maintain effective working relationships with the following Working Groups;

- Events
- Commercial
- Facilities
- Coach Education
- High Performance

In addition, the PWG will work in close liaison and provide direct information, communication and recommendations to the Squash Australia Membership Coordinator through to the CEO and board. The Membership Coordinator will be a member and major resource to the PWG, noting that this staff member has no direct line management or reporting to the PWG. The Communications Coordinator will be viewed by members of the PWG as;

- An active member of the PWG
- A resource and point of contact through to the CEO and board
- Will act in a secretariat role
- Can provide strategic and operational direction when and where required

To perform his or her role effectively, each PWG member will obtain an understanding of the detailed responsibilities of PWG roles as well as the current strategic plan aligned to the core focus of this Working Group.

Authority:

The Board authorises the PWG, within the scope of its responsibilities, to:

- Perform activities within the scope of its charter.
- Under authority to draft Squash Australia policy for review and consideration by the CEO and Board;
- Has no executive power nor does its work relieve the board of any of its responsibilities;
- Will interact with and seek advice and clarification from other committees as appropriate;
- Engage independent opinions from other advisors as it deems necessary to carry out its duties;
- Work collaboratively with all Squash Australia staff members;
- Make formal recommendations to the Chief Executive and or Board via the Membership Coordinator.

Membership:

- Membership of the PWG to a maximum of 5 plus the Chairperson and Membership Coordinator
- The Chair will be appointed for a minimum of 2 years and max of 3 consecutive years;
- Each member shall have skills and experience appropriate to the core focus of the PWG namely a marketing, public relations and social media;
- All members prior to being appointed need to complete the Skills Matrix document aligned to the PWG;
- The total membership of the PWG may be reviewed and changed by the CEO in consultation with the Board;
- PWG Chairperson to be appointed by the Board;
- The role of the PWG staffing resource will be filled by a Squash Australia Communications Coordinator;
- Members of the Board and CEO are “ex-officio” members of the PWG

Attendance at Meetings:

- Only PWG members are entitled to attend meetings. The Chairperson may invite other persons (e.g. CEO, Directors), as deemed necessary;
- Quorum to consist of 50% plus one;
- Meetings shall be held not less than four times a year and a maximum of six;
- Special meetings may be convened as required and approved by the CEO;
- The Membership Coordinator, in consultation with the Chairperson, shall circulate the agenda and supporting documentation to the PWG members a reasonable period in advance of each meeting;
- The Membership Coordinator will circulate the minutes of meetings to members of the PWG within ten days of the meeting;
- Members of the PWG should endeavour to attend every meeting.

Reporting responsibilities:

- Following up from each meeting provide the CEO with a report and identifying key actions and other matters of concern;
- Ensure the CEO is aware of matters which may significantly impact on communication platforms across Squash in Australia;
- Ensure that there are clear, established lines of communication between each of the key Working Groups aligned to the PWG.

Terms of Reference

The role of the PWG is to ensure the Squash Australia Profile plans are fit for purpose, meeting best practice standards. In doing so the PWG will provide innovative ideas for raising awareness and gaining positive publicity for Squash.