



Community Engagement and Communications Sub-Committee Terms of Reference

Purpose

The Community Engagement and Communications Sub-Committee plays a vital role in promoting the mission and values of the organization, engaging with communities and stakeholders, and creating a positive image for the organisation.

Composition

The Sub-Committee should consist of two members of the Management Committee. Specialist skills, knowledge, and experience may be acquired by co-opting additional members for the term.

Appointment

The members of the Sub-Committee will be determined by the Management Committee at their first meeting after each year's Annual General Meeting (AGM) and will remain in place until the following AGM.

Frequency of Meetings

The Sub-Committee shall meet at least two times each year. A quorum at each meeting shall be 2 members. Sub-Committee members may convene additional meetings, where necessary.

Record of Meetings

The Sub-Committee shall ensure that an agreed written record of each of their meetings is forwarded to the Deputy Director (Finance and Administration) for record keeping.

Reporting

The Sub-committee's performance will be reviewed annually by the Management Committee.



Functions

- Developing and executing a community outreach plan that promotes the Society's work.
- Devising a comprehensive communications strategy that aligns with the Society's mission and promotes a consistent and positive image of the organisation to stakeholders.
- Developing educational and youth engagement strategies to promote awareness and understanding of animal welfare.
- Overseeing marketing and publicity plans that reach target audiences and promote the organisation's programs, initiatives, and events.
- Developing a volunteer engagement strategy that leverages the skills, experiences, and passions of volunteers to advance the Society's mission.
- Building partnerships with community organizations, businesses, and individuals to support the Society's mission and work.
- Ideating new merchandise to raise funds for the organisation, while also raising brand awareness.

The Management Committee will be responsible for all final decisions.

Sub-committee members FY2022/2023

- Ms Teresa Chiu
- Mr Daniel Ho
- Ms Sadhana Rai
- Ms Eileen Chan (co-opted)
- Ms Deirdre Moss (co-opted)
- Mr Jeremiah Jayakumar (co-opted)
- Dr Patricia Yuen

These Terms of Reference will be reviewed annually. Any changes that are considered necessary will be recommended to the Management Committee for approval.