

# Promotion and Marketing Committee (PAM)

## Terms of Reference

### 1. Purpose

The purpose of the Promotion and Marketing Committee (PAM) is:

- a. To position the AMDRAS / AMDRAS Board as the peak system / body, and to strengthen recognition of AMDRAS as the leading authority, for dispute resolution in Australia.
- b. To raise recognition of accreditation under the AMDRAS in order to promote and maintain high quality dispute resolution standards, and to encourage accreditation across the industry.
- c. To seek opportunities to promote consumer awareness to ensure clients of dispute resolution services understand the value of choosing an AMDRAS-accredited mediator.
- d. To market the AMDRAS system and work of the AMDRAS Board, including through the use of the website, social media platforms and other forums.

### 2. Membership

- e. The AMDRAS Chair will be an ex-officio member and there shall be 2-4 AMDRAS Board members, including a Convenor, appointed as members after each AMDRAS Annual General Meeting.
- f. Non-Board members may be appointed by the AMDRAS Board to sit on the Committee.

### 3. Meeting Schedule

The PAM must convene a meeting at least once in any three-month period, and at other times as required. During AMDRAS implementation, it may be necessary to meet more regularly to provide guidance, templates, and other materials to support the members.

### 4. Authority

- g. The Board's authority to delegate any of the Directors' powers to a committee or committees can be found in clause 10.18 of the Australian Mediator and Dispute Resolution Accreditation System (AMDRAS) Constitution.
- h. The Board's authority for promotion and marketing can be found in the AMDRAS Constitution clause 3.2(b) which states the purpose and activities of the company include "supporting, complementing and encouraging members in their efforts to meet their objectives under the Standards" and the AMDRAS Standards clause 76(a) which states that "the Board provides support and encouragement to AMDRAS members in their efforts to meet their responsibilities under the AMDRAS".
- i. The Board also has the authority under clause 84 of the AMDRAS standards to "carry out functions and activities that are necessary or incidental to the powers and responsibilities".

## 5. Responsibility

The PAM will:

- j. endeavor to promote key information or changes impacting members in a timely manner, and as soon as practicable.
- k. assess and prioritise promotion and marketing opportunities in accordance with Board priorities and commitments.

## 6. Reporting Obligations

- l. the Committee will report to each meeting of the Board of Directors, including the Annual General meeting if required.
- m. seek Board approval for key promotion and marketing activities in a timely manner and as soon as practicable.
- n. where Board approval may not be obtained in a timely manner, the Committee Convenor will consult with the AMDRAS Chair as to the appropriate timely action.
- o. approval will be sought from two Board members for content updates and minor information releases that align with previous messaging and the standards.