



## Play Well Marketing, Communications and Media Network

### Terms of Reference

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##### Purpose of the Network

Play Well — Australia's Sport Participation Strategy is a sector wide strategy and has been developed to create great sporting environments and experiences, where individuals of all ages, backgrounds, genders and abilities can come together to access the benefits of sport.

As part of the activities outlined in Horizon 1, Year 1 of the Play Well Implementation plan the Australian Sport Commission (ASC) will bring skilled individuals together with marketing, media and communication backgrounds.

The Play Well Marketing, Communications and Media Network (The Network) will assist the ASC Marketing and Communications teams to develop and deliver a twelve-month plan to increase the awareness and adoption of the Play Well strategy via ASC and stakeholder paid, owned and earned channels.

##### Scope of the Network

Reporting to the Play Well Leadership group, with consultation from the Play Well Implementation team, the Marketing, Communications and Media Network will:

- Provide expertise, critical thinking, guidance and support to the ASC on the development and implementation of a Play Well marketing, media and communications plan.
- Take responsibility for certain actions within the marketing, media and communications plan, and provide support to the ASC and Network members across the twelve-month implementation process.
- Advocate for the Play Well strategy and actively promote its initiatives across networks, organisations and stakeholders wherever possible.
- Identify opportunities for expanding the reach and impact of Play Well initiatives, including exploring new partnerships, collaborations and engagement approaches.
- Attend scheduled monthly meetings.

<b>Conduct of the Network</b>	<p>The Network will consist of members from the sport sector and other key stakeholder groups including but not limited to government, health and education who possess relevant expertise, and a passion for driving awareness, consideration and action of key elements within the Play Well strategy.</p> <p>The ASC members of the Network will include Co-Chairs Laura Sidey, Director Marketing and Heidi Auricht-Doyle, Play Well Implementation Lead and additional members Leigh Meyrick, Director Communications and Media, Amanda Jones, Assistant Director Communications and Media, Ashleigh Deacon, Senior Marketing Coordinator, Cameron French, General Manager Participation and Maddie Fox, Play Well Project Coordinator.</p> <p>It is proposed that the Network meet monthly, although frequency may vary according to need. These may be virtual and/or face-to-face meetings.</p> <p>The Network will establish sub-committee or working groups broken down to marketing, communications / media to support the work of the Network. Composition and governance of sub-committees/working groups is to be agreed by all appointed Network members.</p>
<b>Appointment to the Network</b>	<p>The Network will comprise of approximately 8-10 members with experience in marketing, communications and media.</p> <p>The General Manager, Participation, Director, Marketing ASC and Director, Communications and Media ASC will consider expressions of interest and determine appointments to the Network. This includes the filling of vacancies should Network members change across the 12-month appointment period.</p>
<b>Network responsibilities</b>	<p>Members of the Network will be asked to:</p> <ul style="list-style-type: none"> <li>• Attend scheduled meetings.</li> <li>• Participate constructively.</li> <li>• Review and provide feedback on draft documents, plans, proposals and initiatives related to the implementation of Play Well marketing, communication and media approach.</li> <li>• Collaborate with other members and stakeholders to explore innovative approaches and solutions for advancing awareness and reach of the plan.</li> <li>• Represent the collective views of a particular area where appropriate, in addition to applying their personal expertise.</li> <li>• Declare any perceived and/or actual conflicts of interest to the Chair should any arise during the activities of the Network.</li> </ul>
<b>Australian Sports Commission responsibilities</b>	<p>The ASC will perform the function of Network Secretariat including:</p> <ul style="list-style-type: none"> <li>• Setting an Agenda to be distributed to Network members prior to each meeting.</li> <li>• Recording and distributing the minutes after each meeting.</li> <li>• Serving as a central point of contact for communication between Network members and coordinate logistical arrangements for meetings, including scheduling, venue arrangements and provision of necessary materials or resources.</li> </ul>

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<b>Confidentiality</b>	Network members must respect the confidentiality of information discussed in meetings.
<b>Terms of the Network</b>	<p>The Network will run from the commencement date until such time as determined by the ASC.</p> <p>Each member of the Network has a one-year term. Network membership is voluntary, and members are not remunerated.</p>
<b>Amendment or modification to the terms of reference</b>	These Terms of Reference may be amended, varied or modified in writing by the ASC.

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