



Stakeholders & Marketing Sub-Committee Charter

1. Introduction

The Board of Adelaide Workers' Homes Incorporated have established a Stakeholders & Marketing Committee ("Committee").

The Stakeholders & Marketing committee exists to assist the Trustees to make informed decisions about enhancing the brand, vision, and relationships with AWH's stakeholders.

The purpose, members, responsibilities, and powers of the Stakeholders & Marketing committee are set out in this Charter.

2. Purpose

The objectives of the Committee are to assist the Board to carry out its duties in the areas of the Committee's responsibilities by providing review, advice, and assistance in relation to:

- Overseeing marketing opportunities for AWH
- Monitoring the effectiveness of existing marketing mediums

3. The Committee's role and responsibilities are as follows:

- Planning events for AWH that will enhance the brand with stakeholders
- Researching the affordable housing landscape to identify the stakeholders for networking opportunities
- Review marketing tools which could be utilised to enhance the brand of AWH

4. Membership

All Committee members must be Trustees. The Committee will comprise a minimum of three members. The Board of Trustees will appoint the Committee members (including the Chair) and may remove or replace the Chair and Committee members by resolution.

The CEO shall have a standing invitation to attend the Committee meetings as a nonvoting member.

5. Meetings

The Committee will meet at least four times per year, or more frequently as necessary. A quorum for any Committee meeting will be two members.

All Trustees are entitled to receive copies of Committee papers. The Committee agenda and papers will be circulated to the Committee members within a reasonable period in advance of each Committee meeting.

The Committee Chair or their nominee will be responsible for keeping minutes of Committee meetings. Minutes shall be distributed for approval to all Committee members and signed by the Chair within one month.

6. Reporting

The Committee will make recommendations to the Board of Trustees and the Chair of the Committee will provide regular updates to the Board of Trustees about the Committee's activities.

Minutes of each Committee meeting will be tabled at the next Trustee meeting.

7. Access to independent advice

The Committee collectively, and each Committee member individually, has the right to seek independent professional advice as they consider necessary to fulfil their responsibilities and permit independent judgment in decision making, subject to the approval of the Chair of the Committee at the expense of AWH.

A Committee member will consult the Chairman or the CEO before obtaining advice and the policy of the Board is that external advice will be made available to all Trustees unless the Chair agrees otherwise.

8. Specific delegations from the Board

The Committee is convened to provide advice to the Board of Trustees and does not have a standing delegated authority. From time to time the Board may refer a specific program, project or initiative to the Committee to scrutinise, review and approve. Such a referral will include specific delegation of authority to the Committee for financial commitment and other parameters as required.

9. Review

This Charter will be reviewed every two years or more frequently as required.

10. Approval

This Charter was approved and adopted by the Board in June 2023.