TERMS OF REFERENCE:

Public Relations Committee

Purpose and Scope
The Public Relations Committee operates under the auspices of Orthoptics Australia (OA) and is responsible for marketing and promotion initiatives of the association including Orthoptic Awareness Week.

Committee Structure and Membership
- The Public Relations Committee is a Committee established by the OA Board. Ideally the Committee should be composed of a maximum of 4;
  - 4 OA current members who represent a diverse cross-section of the OA membership. Appointment of these Committee members is via an Expressions of Interest process.
- Committee members should have the appropriate skill, knowledge and experience to undertake the functions and responsibilities of the Committee; and
- No member should serve on the Committee for more than 6 years. The Committee appointment and term expiration should be staggered so that only one Committee member leaves at one time.

Reporting
The Public Relations Committee reports to the OA Board. Minutes of all Committee meetings are to be provided to the OA Office within 14 days of each meeting for inclusion on the agenda for the next Board meeting. An additional written report can also be submitted to each Board meeting.

Meeting Frequency
This Committee meets on a needs basis as identified by the Committee.
.
Authority / Decision Making
- The Public Relations Committee was formed under the auspices of OA's Board to perform tasks which fit with the purpose and scope of the Committee and to consider other tasks as delegated from time to time by the Board;
- The Committee does not have the authority to enter into contracts or agreements independently. This includes but is not limited to, outsourcing all/any design or print requirements, which should be referred to the OA Executive Officer;
- The Committees can make OA public relations related recommendations to the Board relative to initiatives both within and beyond the scope of this document; and
- Committee process is by consensus