

Green Building Council of Australia Marketing Committee Charter

1.0 BACKGROUND

The Green Building Council of Australia (GBCA) Marketing Committee was established to provide marketing advice, expertise and support to the GBCA Board and Executive.

The Marketing Committee's main objectives include:

- Raising the profile and promoting the achievements of the GBCA;
- Developing programs to attract new members and retain existing members;
- Creating and implementing marketing strategies to support GBCA activities and projects;
- Promoting green building initiatives.

1.1 Activities

In order to achieve its objectives, the Marketing Committee will undertake specific activities in the following areas:

- Collaboration with other GBCA committees;
- Develop an annual marketing plan;
- Develop, monitor and update GBCA communication materials;
- Undertake public relations activities;
- Organise events, seminars and conferences;
- Secure sponsors for events, seminars, conferences and the rating tools;
- Improve member benefits;
- Analyse membership data;
- Seek feedback from members and stakeholders.

2.0 COMMITTEE STRUCTURE AND OPERATION

2.1 Membership

a) Representatives

The Marketing Committee will comprise not less than 10 and not more than 12 members. Ideally all GBCA membership categories will be represented on the committee, with no one GBCA membership category to have more than two members on the committee.

Members will be appointed for a period of 1 year from 1 January until 31 December. Expressions of interest for membership of the committee will be sought in November and appointments announced at the December committee meeting. All committee members wishing to continue as members must apply to rejoin the committee every year, and one third of the committee will spill each year to make way for new members. There is no restriction on the number of times a committee member can be reappointed.

Appointments will be made based on merit and to ensure that appropriate coverage of the GBCA membership categories is maintained.

b) Officers

i) Chair

The Committee Chair (the "Chair") will be a Director of the GBCA as nominated by the GBCA Board.

ii) Vice Chair

The Committee Vice Chair (the “Vice Chair”) will be elected by the members of the Marketing Committee and will hold office for one calendar year from 1 January until 31 December.

iii) Secretary

The Secretary (the “Secretary”) will be elected by the members of the Marketing Committee and will hold office for one calendar year from 1 January until 31 December.

iv) Support

The committee will be supported by the GBCA Business Development and Marketing Manager (the “GBCA Representative”).

2.2 Business Plan

At the beginning of each calendar year a one day Workshop will be convened to review the achievements of the previous year and to prepare a business plan detailing the proposed activities and the desired outcomes planned to be achieved by the Marketing Committee in year ahead, based on the strategic direction set by the Board.

2.3 Code of Conduct

When representing the GBCA, the GBCA Marketing Committee members must:

- Always act honestly, fairly and with the utmost integrity.
- Avoid association with any individual, company or institution if that business is connected with activities which are illegal or which could be regarded as unethical or harmful to the GBCA.
- Treat all information with respect to the business and operation of the GBCA and/or its members as strictly confidential and not reveal such information to any person, company or organisation.
- Avoid contacts that may suggest or create a conflict or interest between personal activities and the business of the GBCA.
- Not disparage a competitor organisation or use unethical means to obtain an advantage for the GBCA.
- Act in the best interest of the GBCA as opposed to furthering the specific interests of members' own organisations.

2.4 Meetings

Meetings will be held monthly at a time and place nominated by the Chair.

Minutes will be taken for all meetings by the Secretary and distributed with an Agenda for the next meeting at least 10 business days prior to the date of the next meeting.

To maintain a position on the Marketing Committee:

- At least eight (8) out of eleven (11) meetings must be attended during the year. An apology must be given to the Secretary at least two (2) days in advance of the meeting if a committee member cannot attend.
- Committee members must actively contribute to the work of the committee.

Removal of members from the committee is at the discretion of the Chair, and notification of a member's removal will be made to them in writing.

2.5 Reporting

The Marketing Committee will report to the GBCA as required but as a minimum at least every quarter via a written report to be inserted into the Board Papers.

2.6 Voting

The quorum for a meeting will be not less than fifty percent of the Marketing Committee members.

All decisions of the marketing Committee will be made by simple majority resolution of those Committee members present at the meeting.

A member of the Marketing Committee will not participate in any decision or resolution if he or she, or the organisation or company that he or she represents and/or employed by, has a material interest in the decision or resolution.

2.7 Remuneration

The members of the Marketing Committee will not be remunerated for participation in the Committee.

3. ACTIVITIES

3.1 Collaboration with other GBCA Committees

The Marketing Committee will work in close collaboration with other GBCA Committees to develop projects and events that align with the proposed activities and aims of the other GBCA Committees.

3.2 Develop an Annual Marketing Plan

The Marketing Committee will write an annual business plan that meets with the strategic objectives of the GBCA. This marketing plan will also include achievable targets to ensure the success of the plan can be evaluated at the end of the year and reported against in the quarterly Board paper reports.

3.3 Develop, Monitor and Update GBCA Communication Materials

Website

- Regularly review the website to ensure that the information on the website is current and not out of date.
- Develop strategies to encourage members to contribute articles and information on the website.
- Provide details of any appropriate future events to the GBCA Representative and Marketing Manager for inclusion on the GBCA website events calendar.
- Review website statistics to monitor success or failure of pages and downloadable items.

Newsletter

- Develop strategies to improve the content in the GBCA newsletter and to encourage members to contribute articles for the newsletter.
- Monitor the percentage of people who receive the newsletter against how many actually open the newsletter and if this results in a website session.

Brochure and Marketing Material

- Annually review and update the GBCA brochure.
- Develop communication marketing material as required.

3.4 Undertake Public Relations Activities

Undertake public relations activities that raise the profile of the GBCA and contribute towards the main objectives of the marketing committee. This includes:

Media

- Prepare a schedule of potential media release opportunities.
- In addition seek opportunities to prepare press releases on issues that are topical within the property industry or amongst the members from time to time.
- Liaise with the GBCA's PR consultant and the GBCA representative regarding the drafting and preparation of media releases for approval of the GBCA Executive Director.

Promotion

Seek opportunities for:

- Strategic alliances and partnerships to promote the GBCA.
- Co-branding of events with organisations, government etc, especially where the GBCA can receive prominent exposure for little or preferably no financial outlay.

3.5 Organise Events, Seminars and Conferences

Member Only Educational Networking Forums

- Develop a regular program of educational networking forums members on issues that align with the activities of the GBCA or on issues that are topical and relevant to the target audience.
- In order to gain Australia wide support for the GBCA it is essential to undertake seminars and Forums throughout Australia. .

Green Building National Conference

- Plan, develop, promote and manage a major two / three day Australian Green Building Conference in strategic partnership with the Property Council Australia or similar organisation.
- Initially the Conference is to be held bi-annually but may be held annually, subject to demand.

3.6 Secure sponsors for events, seminars, conferences and the rating tools

The GBCA Board has stated that no activities / events are to be carried out unless sponsorship is obtained first.

Develop sponsorship strategies and a sponsor pack for each proposed activity / event and assist the GBCA representative in attracting event sponsors.

Assist the GBCA representative in attracting sponsors for the rating tools.

3.7 Improve Membership Benefits

- Annually review the annual membership renewal letter and update / revise as required.
- Annually review membership benefits to ensure they meet the needs of the member base.

3.8 Analyse membership data

At every monthly meeting:

- Review the new membership targets for the previous month, actual memberships achieved in the previous month and the current months new membership targets and develop strategies to assist the GBCA representative in achieving the new membership targets.
- Review the existing membership renewals achieved for the previous month and develop strategies to assist the GBCA representative to achieve the minimum 75% existing membership monthly renewal target.
- Review membership diversity with respect to member category representation and develop strategies to encourage new members for membership categories that are not represented or that have very little representation in the GBCA.

3.9 Seek feedback from members and stakeholders

Undertake an annual survey of members to ascertain amongst other things:

- Level of satisfaction with GBCA;
- Potential areas of improvement for GBCA;
- Interest in sponsorship;
- Topics / information members would like the GBCA to provide;
- Potential events that members would like GBCA to provide.

Analyse the survey results and prepare a report detailing the issues arising out of the survey with recommendations to address these issues. Issue to other GBCA Committees and GBCA Executive Director as appropriate.

ANNEXURE 1

Schedule of 2005 Marketing Committee Activities / Achievements

| | | | |
|---------------|---|-------------------|---|
| February 2005 | ECOEDGE Sustainability Conference | Melbourne | Partners: City of Melbourne, Building Commission (VIC), Dept Sustainability and Environm |
| February 2005 | ECOEDGE Conference Dinner | Melbourne | Waterfront City & Construction Engineering Australia |
| February 2005 | Melbourne Forum | Melbourne | Partners: City of Melbourne, Sustainable Energy Authority Victoria, Building Commission (|
| March 2005 | Sydney Forum | Sydney | Sponsor: Watty Paints Partner: Lend Lease |
| March 2005 | Boardroom Lunch with Anthony Bernheim | Sydney | Sponsor: Phillips Fox |
| March 2005 | Exclusive Committee Breakfast with Anthony Bernheim | Sydney | Sponsor: Architectus |
| April 2005 | Melbourne Forum | Melbourne | Partners: City of Melbourne, Sustainable Energy Authority Victoria, Building Commission (|
| May 2005 | Brisbane Forum – Green Star – Office Interiors (Final Release) | Brisbane | Sponsors: QLD Dept Public Works, TVS Partnership, Ecospecifier |
| May 2005 | Exclusive Sponsor & Committee Member Breakfast, Green Star – Office Asset (pilot) | Sydney | Partner: Property Council of Australia |
| June 2005 | Melbourne Forum | Melbourne | Partners: City of Melbourne, Sustainable Energy Authority Victoria, Building Commission (|
| July 2005 | Stakeholder Breakfast with Shopping Centre Council. Topic – Green Star - Retail | Sydney | Partner: Shopping Centre Council of Australia |
| October 2005 | Brisbane Forum | Brisbane | Sponsor: The Laminex Group |
| October 2005 | Melbourne Forum | Melbourne | Partners: SEAV, Building Commission (VIC), City of Melbourne |
| October 2005 | New BROCHURE | National | None |
| October 2005 | Membership SURVEY | | |
| November 2005 | Greens on the Greens – Member Only event | Sydney | Sponsor: Lincolne Scott, Kemp Strang & RSM Bird Cameron |
| November 2005 | <u>Business of Sustainability Conference & Trade Fair:</u> Hear from leading International and National experts on how making your business more sustainable will improve your bottom line. Recognised as the premier Sustainable Development Forum for business the conference will feature a trade fair of over 30 exhibitors incorporating the Waste, Water and Energy sectors. | Adelaide | Partners: Property Council, Energy SA, Premiers Round Table on Sustainability, Dept Trade Economic Development, Zero Waste SA, Water Industry Alliance, AIRAH, Business SA, C Council of South Australia Inc, SA Water and Capital City Committee Adelaide. |
| December 2005 | <u>International Guest Presentation:</u> Joe Van Bellingham founder of Canadian GBC and responsible for Canada's greenest sustainable community redevelopment | Adelaide & Sydney | TBC |

ANNEXURE 2

Schedule of 2006 Marketing Committee Activities

| | | |
|----------------|--|-----------|
| January 2006 | Finalise Marketing Plan | National |
| February 2006 | Review Website & Newsletter Updates | National |
| February 2006 | David Gottfried 1 Day Workshop | Melbourne |
| February 2006 | Educational Networking Forum – David Gottfried | Melbourne |
| February 2006 | Educational Networking Forum – David Gottfried | Sydney |
| Feb/March 2006 | Sponsor Breakfast: Green Star - Retail | Sydney |
| Feb 2006 | Launch Green Star – Office Asset | Sydney |
| March 2006 | Educational Networking Forum | Perth |
| March 2006 | Launch of Green Star – Retail | Sydney |
| April 2006 | Educational Networking Forum | Brisbane |
| May 2006 | Educational Networking Forum | Melbourne |
| June 2006 | Educational Networking Forum | Sydney |
| June 2006 | Review BROCHURE | National |
| June 2006 | Launch of Green Star - Health | Adelaide |
| August 2006 | Educational Networking Forum | Melbourne |
| September 2006 | Educational Networking Forum | Brisbane |
| September 2006 | Launch Green Star – Education | ?? |
| October 2006 | Membership SURVEY | National |
| November 2006 | Green Building Conference (includes Launch Green Star – Education) | Adelaide |
| November 2006 | Greens on the Greens – Member Only event | Sydney |
| November 2006 | Greens on the Greens – Member Only event | Melbourne |