



| MARKETING ADVISORY COMMITTEE – TERMS OF REFERENCE | |
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| NAME & TYPE | Marketing Advisory Committee – Operational Committee |
| STAFF RESPONSIBLE | Marketing and Communications Coordinator appointed under the authority of the Executive Director. |
| PURPOSE | To provide assistance and expertise in the development and implementation of effective Marketing and Communications plans for Ringette Ontario in support of the organization’s goals and objectives. |
| COMPOSITION | <p>The Committee will be comprised of the following:</p> <ul style="list-style-type: none">• RO (Ringette Ontario) Marketing and Communications Coordinator• Appointed Chair• Up to 3 additional members who are active. |
| GUIDING PRINCIPLES | <p>The Committee’s operation, discussions and recommendations will reflect Ringette Ontario’s values:</p> <ul style="list-style-type: none">• Dedication: We share a collective commitment and passion for the game.• Respect: We recognize everyone’s contribution to our community.• Teamwork: We achieve our goals together.• Inclusion: We welcome all who want to join our safe sports community.• Integrity: We govern our sport with transparency and fairness. <p>Work in a manner consistent with Ringette Canada’s “I CARE” values:</p> <ul style="list-style-type: none">• Innovation – We invest wisely. We take chances and manage risks. We are stewards of the game.• Collaboration – We are in this together. We include diverse perspectives to enrich our experience. We purposefully create a safe and welcoming work environment.• Accountability – When we live our values, we manage and lead with integrity. We operate with transparency and communicate proactively. We take responsibility for our actions and learn from our mistakes.• Respect – For the game. For the rules. For our heritage. For each other.• Excellence – We demand quality. We offer world leading programs and services. We bring our best to each situation. <p>Always maintain the image of Ringette Ontario.</p> |
| CHAIR | <p>The Chair shall be appointed for a two (2) year term by the Marketing and Communications Coordinator and Executive Director.</p> <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none">• Work with the RO Marketing and Communications Coordinator to prepare an agenda for their committee meetings.• Follow the order of the agenda to cover each item during the meeting.• Recognize each member who wishes to speak on an item.• Bring member matters to the RO Office through recommendations. |



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| | <ul style="list-style-type: none">• Accept decisions made by the Marketing Coordinator and/or Executive Director.• Communicate RO Office decisions to committee members.• Assist the RO Office in creating communication tools.• Communicate the decisions or recommendations of the Committee, regardless of opinion.• Appoint an acting Chair should the Chair need to be absent from a meeting.• The Chair of the Committee votes only in the case of a tie. |
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| ADDITIONAL MEMBERS | <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none">• To attend all committee meetings prepared to address agenda items, applying RO's By-Laws, Constitution and Policies where required.• To accept decisions made by the RO Office.• To ensure the impartiality of the Committee.• To include your Chair when communicating with the RO Office. |
| KEY DUTIES | <p>The Committee will perform the following key duties:</p> <ul style="list-style-type: none">• Work with the RO Marketing Coordinator on the development of resources for RO Clubs.• Champion marketing initiatives and evaluate current marketing strategies the members of RO.• Discuss new initiatives for development within the marketing program.• Identify cross marketing opportunities with key stakeholders.• Conduct annual evaluation of marketing and communications program.• Provide input on communications issues that arise.• Communicate effectively with the RO Staff Team.• Maintain the integrity of Ringette Ontario. |

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| AUTHORITY DELEGATED | Under the direction of the RO Marketing Coordinator, the Committee serves in an advisory capacity to Ringette Ontario. |
| MEETINGS | <p>The Marketing Coordinator and Chair Committee will propose a schedule for the committee to meet on a regular basis. Meetings are structured and timed to facilitate planning in alignment with RO strategic objectives and operational plans.</p> <p>All communication will be done via email as the preferred mode of communication.</p> |
| RESOURCES | The Committee will receive the necessary resources from Ringette Ontario to fulfill its mandate. |
| REPORTING | The Committee will report and post all documentation in a Ringette Ontario OneDrive folder including meeting minutes, recommendations, and any other relevant materials. |
| APPROVAL AND REVIEW | The RO will review these Terms of Reference on an annual basis, with input from the Committee as required. |



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| TERM Of APPOINTMENT | Committee members are appointed for a 2-year term for a maximum of 3 terms (6 years). |
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