

## **ASPA Communications Committee**

### **Terms of Reference — 12/2/21**

#### **1. Purpose**

The purpose of the Communications Committee is to increase awareness and impact of ASPA through targeted messaging and communications;

#### **2. ASPA Principles**

*Participation and respect* - All opinions and ideas of committee members will be heard and all members will be treated with respect.

*Focus on the 'greater good'* - While guided by their personal context and perspectives the committee leadership team will focus upon the broad goal of creating a positive outcome in the Australasian region.

*Evidence-informed* - Where possible, committee recommendations will be supported by, and contribute to, evidence related to effective physical activity policies, practices, processes and outcomes.

*Alignment* – Planned activities will align with ASPA policies.

*Equity, Inclusivity, and Diversity* – Some populations and geographical regions face greater barriers to participation in ASPA. The committee will apply an equity and inclusion lens across sectors (e.g. education, sport) and roles (e.g. academic, practitioner) to ensure broad participation and promotion across the Asia Pacific region.

#### **3. Objectives and general purpose**

To increase awareness and impact of ASPA the Communications Committee will:

- promote key ASPA information, activities (e.g. annual meetings, webinars, training opportunities) and achievements;
- spread ASPA advocacy messages for physical activity in the Australasian region; and
- advertise and highlight ASPA members' work where appropriate.

#### **4. Other Responsibilities**

The Communications Committee will be responsible for:

- Website — update the news and members areas of the ASPA website as required;
- Social media — schedule tweets/posts at least twice per week;
- Social media — retweet and share relevant events/information happening in the physical activity community; and
- Online events (other than annual meeting/conference) — support the coordination online ASPA events (e.g. inviting speakers, liaising with speakers and obtaining relevant bio information, organising zoom platform to host the webinar, training the speakers in using zoom, moderating the session, downloading and uploading documents to YouTube/other relevant social media accounts).

#### **5. Relationship to other committees**

The Communications committee connects directly to the Executive Committee via its Chair/s, and will work collaboratively with other ASPA committees to achieve its purpose. It will be the responsibility of other ASPA committees to bring relevant information which they would like to be promoted to the Communications Committee as soon as relevant.

#### **6. Committee composition, terms of office, and recruitment**

The Communications Committee shall consist of:

- A Chair and Co- or Deputy Chair, at least one of which will be a member of the ASPA EC
- Chairs will be appointed for a maximum 4-year term (with potential for renewal if no ASPA member nominates for the role).
- Only current Communications Committee members will be eligible to become Co- or Deputy Chair.
- Outgoing Communications Committee Chairs may be given the option of remaining involved on the Committee.
- New chairs will be elected via vote by the Communications Committee.
- New committee members will be recruited via a call for Expressions of Interest (EOI) distributed to ASPA members via email. EOI should include a brief (one paragraph) biography. New committee members will be appointed via consensus by the EC. In cases where there are more nominees than positions, a confidential ballot will finalise appointments.
- A minimum of four and a maximum of 8-10 Communications Committee members will be identified in addition to the Committee Co-/Deputy Chairs.

- Terms of committee members shall be between 2-4 years, with a preference for members to step down after this period. If no new nominees are received, previous members can nominate to extend their position.
- Committees will consist of representatives from research, policy and practice across the Asia Pacific region, all of whom are full ASPA members.
- Contributions of Communications Committee members who have served terms for a minimum of one year should be recognised at the end of their term by an email from the ASPA President acknowledging their contribution.

### **7. Communication**

The Communications Committee will meet via tele-/videoconference at least three times per year, and at other times as required.

The Chair of the Communications Committee (or their delegate) will provide the ASPA EC with a written update of committee activities prior to the monthly Executive Committee meeting, and/or a verbal update at each Executive Committee meeting.

### **8. Planning and Reporting**

At the beginning of each calendar year, the Communications Committee will present a 12-month plan to the EC for approval, that details the intended actions, timeline, budget, and outcomes of the committee. The progress/outcomes relating to the plan will be presented to the EC four weeks prior to being presented at the annual ASPA AGM.

### **Related Documents**

None.