

**Communications & Advocacy Committee
Terms of Reference**

1.	Purpose
1.1	The purpose of the Communications and Advocacy Committee (the Committee) is to assist the Board in fulfilling its responsibilities relating to oversight of the organisation's communication, advocacy and branding strategy and plans. This is to provide the organization with expert insight and a clear and consistent communications policy to effectively implement strategies to engage the public, stakeholders and the media.
2.	Role of the Committee
2.1	The Committee reports to the Board of Directors.
2.2	Work with management and staff to establish the communications, advocacy and branding strategy and plan that builds a positive image which represents the vision and mission of AWS, the interest of beneficiaries and promotes AWS programmes and events.
2.3	Provide guidance to ensure the effectiveness of the communications, advocacy and branding activities. This includes marketing communications, publications, website, social media, media outreach and outreach activities to the public and key stakeholders.
2.4	Develop policies and guidelines for communicating information about AWS to the media, stakeholders and the public. This is to promote the positive image and key messages of AWS and to ensure that AWS' brand assets are appropriately represented.
2.5	Facilitate referrals and contacts for media, influencers, key stakeholders to support AWS communication and advocacy strategy.
2.6	Review and evaluate the effectiveness of the communications, advocacy and branding activities and recommend areas for improvement.

2.17	Other duties or tasks as specifically delegated from time to time by the Board.
3	Membership
3.1	The Committee shall be appointed by the Board and the Chair of the Committee shall be a Board member.
3.2	The Committee will have maximum 3 Board Members with one board member serving as Committee Chair and any external members appointed by the Board. External members invited to the committee will be interviewed by the Nomination Committee of AWS.
3.3	In the event that the Chair ceases to be a Member of the Board, the Chair also ceases to be Chair of the Committee.
3.4	The appointment for Committee members shall be a term of three years. Reappointment for subsequent terms of three years is permitted.
3.5	The ex-officio member is the Executive Director.
3.6	The external member will have experience and/or expertise in the scope of work for this Committee. For this Committee, it can include individuals with one or more of the following experience/expertise: communications, public relations, branding, marketing, journalism, content creation, business development.
3.7	The members of the Committee must be appropriately qualified to discharge their responsibilities. At least one member of the Committee must have related financial management, fundraising expertise or experience.
3.8	In case of disagreement on interpretation of roles, or adherence to mandates adopted by the Committee and the Board, the Committee Chair in consultation with AWS Board, may remove an external member.
3.9	All members have to abide by AWS' Conflict of Interest policy and make annual Conflict of Interest declaration.

4.	Responsibilities of the Committee members
4.1	Be current and informed on all Committee activity and current events.
4.2	Attend and actively participate at Committee meetings.
4.3	Foster positive relationships and effective communication with all.
4.4	Energetically debate issues to produce the best quality outcome then support the consensus opinion regardless of personal viewpoint.
4.5	Follow conflict of interest and confidentiality policies.
5.	Meetings
5.1	It is recommended that the Committee should meet at least two times a year, having regard to AWS's budget and reporting cycle. Additional meetings may be convened by the Chair as needed, and any member of the Committee or Management may request for a meeting at any time if they consider it necessary.
5.2	The quorum for a committee meeting is at least half of the Committee members.
5.3	The Chair of the meeting shall be the Chair of the Committee or his designate.
5.4	Notice of each meeting confirming the venue, time and date together with an agenda of items to be discussed shall be given to the members of the Committee prior to the meeting in a timely manner.
5.5	The proceedings and resolutions of all Committee meetings, including the names of those present and in attendance, shall be duly minuted. Minutes of Committee meetings shall be circulated to all member of the Committee, Management and the Board.
5.6	After each Committee meeting, the Chairperson shall report the Committee's findings and recommendations to the Board.



5.7	Prior to circulation, the minutes are to be confirmed by the Chair of the Meeting.
6.	Support
6.1	The Committee will be supported by the Executive Director and the Communications team.