

Influencing Committee -

Terms of Reference

Purpose: To draw together the key internal stakeholders to develop and implement key strategies for promoting CREATE's advocacy agenda as outlined in the Strategic Plan.

The National Influencing Manager leads this group and is responsible for ensuring that the organisations national advocacy agenda is clear, and develops a national Advocacy Strategy that incorporates the role of the states/territories and includes measurable outcomes/impact recorded against the Strategic Plan goals. Furthermore, that influence extends to media, promotion and social media to carry our message both internally and externally.

Membership: Members comprise – CEO, National Influencing Manager and /or delegated team member/s, Marketing Manager and/or delegated team member, Young Consultants and Leigh White.

Note: DOM's and SCs are operational and not advocacy, but can be invited to a particular meeting if the agenda warrants their attendance.

Meeting frequency: Monthly, to be put into everyone's diaries ahead of time i.e. for the year ahead. If members are unable to attend, then they should nominate someone from their team to attend and brief them, post the meeting.

Record Keeping: Agenda for the meeting to include the updated actions and items of concern or note relating to the National Implementation Plan. Discussion topic (item from plan or urgent/emerging issue) to be flagged and communicated to members at least 4 days in advance of meeting. A record keeper should be nominated at the meeting and updated notes and actions to be recorded directly onto the plan and key points, actions and highlights to be recorded into a 1-2 page document for communication with broader organisation. Records are to be kept on TS for all to access. Action items should be listed, with who is responsible, and timeframe for the task included in the minutes.

Communication process: National Implementation Plan is developed from the strategic plan and updated regularly via P&A team and Influencing committee members. Information for this is to be regularly sourced from the state teams, and other business areas across the organisation with the person responsible for the action to update the plan and communicate any progress to the committee.

After the meeting, the highlights update document is to be shared across organisation (via All Users email) to encourage discussion at team meetings and draw people's attention to the National Implementation Plan on the Z drive.