

Public Libraries SA

**Marketing and Promotions Group**

# **Terms of Reference**

July 2018

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### **1. Background/Context**

Separating from a joint group of Events and Marketing, the Marketing and Promotions Committee began in early 2016. The name was changed in 2018 to the Marketing and Promotions Group.

The Marketing and Promotions Group is an officially endorsed group of the Public Libraries SA Executive; therefore, a Public Libraries SA Executive member is nominated as a member of the Group and officially reports to the Executive after each meeting.

### **2. Purpose of the Committee**

The purpose of the Marketing and Promotion Group is:

- To provide a forum for sharing marketing and promotional tools and knowledge across SAPLN, with the aim of improvement for all parties involved.
- To provide professional development opportunities in the Marketing and Promotions fields.
- To support libraries at the local level to actively market and promote their library service to their community and stakeholders.
- To liaise with Public Library Services as part of a chain of communication both supporting and advising for state-wide and national projects. Key reporting of initiatives, trends and opportunities for marketing and promotion that could benefit the SAPLN.

### 3. Role of Marketing and Promotions Group Members

- Attend the quarterly meetings and perform necessary roles such as Secretary on a rotation basis as required.
- Share skills and knowledge with other members, and any challenges so they can be identified and discussed.
- Actively participate in hubs and working group project based initiatives as required
- Advocate for state-wide and national marketing and promotions initiatives as identified by the group.

### 4. General

#### 4.1 Membership

The Marketing and Promotions Group will comprise of representatives from interested SAPLN libraries, a Public Libraries SA Executive committee member and a Public Library Services staff member.

#### 4.2 Chairperson

A SAPLN representative will convene and chair the Marketing and Promotions Group, for a one year term. If the designated Chair is not available, then the Co-Chair will take this responsibility. If neither the Chair nor the Co-Chair are available then a member of the Committee will be required to act as Chairperson. The Acting Chairperson is responsible for informing the Chair as to the salient points/decisions raised or agreed to at the meeting. The Chairperson or their representative is responsible for calling for Agenda items and publishing the Agenda at least a week before each quarterly meeting.

#### 4.3 Secretary

The role of the secretary will be undertaken by an individual from the hosting library service at each meeting. This person will be responsible for documenting the minutes of the quarterly meeting, including distribution of the minutes and any accompanying documents to the Network via OneForum and to the Public Libraries SA website via [web@plsa.org.au](mailto:web@plsa.org.au)

#### 4.4 Agenda items

All agenda items must be forwarded to the Chair, or designated representative, by COB seven days prior to the next scheduled meeting and emailed to the SAPLN with an invitation for interested people to attend.

#### 4.5 Minutes and Meeting Papers

- All Marketing and Promotion Group meetings will be minuted by an appointed Secretary at each meeting
- Full copies of the minutes, including attachments will be provided to all Group members, the SAPLN via OneForum and made available and archived on the Public Libraries SA website via [web@plsa.org.au](mailto:web@plsa.org.au)
- By agreement of the Marketing and Promotions Group, out-of-session decisions will be deemed acceptable. Out-of-session decisions may occur via email. Where agreed, all out-of-session decisions will be recorded in the minutes of the next scheduled Group meeting.

#### 4.6 Frequency of Meetings

- The Marketing and Promotions Group shall meet on a quarterly basis.
- Further meetings may be necessary if a project group need to meet outside of the next scheduled meeting to progress a project.

#### 4.7 Review

The Terms of Reference to be reviewed every two years at the February meeting.

## **Current roles for contact purposes**

### **Chair**

Julie Bailey

Barossa Library Service

[jbailey@barossa.sa.gov.au](mailto:jbailey@barossa.sa.gov.au)

### **Co-Chair**

Ruth Powley

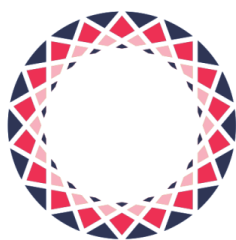
City of Unley Libraries

[rpowley@unley.sa.gov.au](mailto:rpowley@unley.sa.gov.au)

### **Public Libraries SA Representative**

Albert Bergoc

## Agenda Template



Public Libraries SA

### Marketing and Promotions Group

Quarterly Meeting Agenda

To be held at Someone's Library, 181 Someone Road, Somewhere

RSVP: Julie Bailey, Committee Chair  
phone 8563 8440, email [jbailey@barossa.sa.gov.au](mailto:jbailey@barossa.sa.gov.au)

	Agenda item	Person responsible	Time
1.	Welcome & introduction Present and apologies. Assign Secretary for the meeting	Chair	10 min
2.	Minutes of the Last Meeting	Chair	5 min
3.	Share and Discussion	All	
4.	Hosting Library Presentation	Hosting Library Member	
	<b>Tea break</b>		
5.	Reports from PLSA and PLS on any relevant matters		
6.	Professional Development		
7.	Other business		