

COMMUNICATIONS, PROMOTIONS AND PUBLIC RELATIONS COMMITTEE (CPPRC)

TERMS OF REFERENCE

Aims of the Committee

- To promote AUSIT to I&T practitioners, users and agencies
- To raise the profile of the profession among the public
- To educate the public about the role of professional interpreters and translators
- To educate the public on working with interpreters
- To educate the public about professional needs of professional interpreters and translators
- To organise promotional activities
- To liaise with the media and seek opportunities for media releases and interviews
- To seek sponsorship, fundraising and advertising opportunities
- To take charge of AUSIT's presence on public media (e.g. Facebook, LinkedIn, Phone App, Twitter, etc)

Terms of reference:

- Be primarily responsible for providing content for the public sections of the website¹ (including news, photos, and other promotional material)
- Send press releases to the media about interpreting and translation issues
- Organise training sessions on how to work with interpreters with various service users in conjunction with the PD committee
- Organise public promotional events in consultation with the national PD coordinator
- Seek sponsors and advertisers to generate funds for AUSIT
- Administer AUSIT's public media outlets (including but not limited to Facebook and LinkedIn)
- Seek public speaking opportunities to raise awareness
- Review current links and references to AUSIT on public access website and documents, correct errors, and make recommendations for updates, if necessary
- Promote adequate I&T policies among end-users of I&T services.

¹All content must be approved by the NC.

Committee's composition:

- Chair (AUSIT Vice-president or nominee)
- Vice-chair
- At least two members of any category
- InTouch committee member

When the committee is being composed, consideration should be given to branch representation and balance in other respects.

Terms of office:

- Chair - 2 years, renewable twice (maximum term of 6 years)
- Vice-Chair and Members – appointed by the NC. Minimum term of 2 years, renewable twice (maximum of 6 years).
- For continuity, the chair should remain a member of the committee when his/her term is up, for at least one more year.
- The committee should meet at least twice a year (virtually or in-person)
- Major decisions must be unanimous and approved by the National Council at one of their monthly meetings
- Minor decisions need to be approved by a quorum or by a sub-committee.

Reporting:

- The chair of the committee reports to the AUSIT Vice-president (CPPR) or nominee quarterly. If that vice-president is the chair, s/he will report to the NC.
- All content expressed on behalf of AUSIT must be approved by the National Council.

Budget:

- The committee will have an annual budget for events, promotional materials, and other relevant costs.
- The budget will be determined by the National Council at the end of each financial year.
- All expenses must be approved by the National Council via the General Treasurer.
- The committee will aim to generate funds to cover or offset the allocated budget, through the securing of advertising on the website or sponsorship.