

AIOH Stakeholder Relations, Communication and Marketing Committee (SRCMC) Terms of Reference

This document is an excerpt from AIOH Board and Committees Structure, Role, Operation and Terms of Reference for the Stakeholder Relations, Communication and Marketing Committee (SRCMC)

Australia Institute of Occupational Hygienists Inc.

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Stakeholder Relations, Communication and Marketing Committee (SRCMC)

Unless otherwise specified within a committee, sub-committee or board terms of reference, the governance requirements contained in Part A of this procedure apply.

This includes requirements relating to:

- conflict of interest
- confidentiality
- membership and appointments
- documentation and records
- governance workflow
- reporting requirements
- financial management and delegations
- decision-making processes
- risk management and escalation
- performance evaluation
- review of this procedure.

Stakeholder Relations, Communication and Marketing Committee (SRCMC)

Purpose

The Stakeholder Relations, Communication and Marketing Committee (SRCMC) supports the AIOH by providing strategic oversight of stakeholder engagement, communications and marketing activities.

The committee seeks to strengthen the reputation, influence and visibility of the AIOH and occupational hygiene through coordinated communication, stakeholder engagement and advocacy activities that support the AIOH Strategic Plan.

Responsibilities

The responsibilities of the committee include:

- providing strategic oversight of stakeholder engagement, communications and marketing activities
- supporting implementation of the AIOH Strategic Plan and Annual Action Plans
- coordinating activities across the Communications and Marketing Sub-Committee and External Stakeholder Relations Sub-Committee
- identifying opportunities to enhance the profile and influence of the AIOH
- monitoring stakeholder engagement activities and outcomes
- supporting development of communication and engagement strategies
- reviewing significant communication, engagement and promotional initiatives prior to submission to Council where required
- identifying emerging stakeholder issues and opportunities
- providing advice and recommendations to Council on stakeholder engagement matters
- supporting collaboration with other committees, sub-committees and boards where stakeholder engagement or communication activities overlap

Membership

The committee shall comprise:

- a chair appointed by Council
- the lead of the Marketing and Communications Sub-Committee
- the lead of the External Stakeholder Relations Sub-Committee

- additional members appointed by Council as required

The chair is responsible for appointing the leads of subordinate sub-committees.

The chair may appoint additional sub-committee members in consultation with the relevant lead.

The committee may establish working groups where required to support the delivery of specific projects or activities.

1. Marketing and Communications Sub-Committee (MARCOMMS)

Purpose

The Marketing and Communications Sub-Committee (MARCOMMS) supports the promotion of the AIOH, its activities, services, initiatives and strategic objectives through effective communication and marketing activities.

The sub-committee seeks to enhance member engagement, increase awareness of occupational hygiene and strengthen the visibility of the AIOH amongst members, stakeholders and the broader community.

Responsibilities

The responsibilities of the sub-committee include:

- developing and implementing communication and marketing initiatives
- supporting promotion of AIOH events, programs, services and activities
- contributing to communication plans and campaigns
- supporting production of member communications and promotional materials
- supporting management of digital communication channels
- monitoring communication effectiveness and engagement metrics
- collaborating with committees, sub-committees and boards on communication activities
- providing advice to the committee regarding communication and marketing matters.

Activities

Key activities of the assist the Marketing and Communications Sub-Committee include:

- assisting the current AIOH Council, the Media Ambassador Working Group, and the External Stakeholder Relations Sub Committee in delivering targeted external communications as the need arises, including Media Releases, letters to key stakeholders and fact/information sheets
- developing and maintaining a formal Communications and Marketing Strategy document
- oversight of production of *The Filter*
- coordinating the publication of content through the website and social media
- assisting with media releases, fact sheets and stakeholder communications
- coordinating with AIOH staff regarding publication activities.

Membership

The sub-committee shall comprise:

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- a lead appointed by the chair of the Stakeholder Relations, Communication and Marketing Committee
 - members appointed by the chair in consultation with the lead
 - additional members, advisors or working group participants appointed as required.

2. External Stakeholder Relations Sub-Committee (ESR)

Purpose

The External Stakeholder Relations Sub-Committee (ESR) supports the development and maintenance of productive relationships between the AIOH and external stakeholders.

The sub-committee seeks to strengthen collaboration, influence and engagement with organisations that have an interest in occupational hygiene, worker health and related professional matters.

Responsibilities

The responsibilities of the sub-committee include:

- identifying and maintaining relationships with external stakeholders
- supporting collaboration with government agencies, regulators, professional associations, industry groups and other organisations
- identifying opportunities for strategic partnerships and collaboration
- supporting stakeholder engagement activities aligned with AIOH priorities
- monitoring stakeholder issues, opportunities and emerging trends
- supporting coordination of external representation activities
- supporting communication between external stakeholders and the AIOH
- providing advice and recommendations to the committee on stakeholder matters
- overseeing the activities of the Media Ambassador Working Group.

Activities

ESR sub-committee activities include, but are not limited to, the following:

- identifying emerging issues of occupational health importance through maintaining the necessary networks of media, government, industry and organisational contacts
- assisting the current AIOH President and the Communication and Marketing Sub Committee, in delivering targeted external communications as the need arises, including media releases, letters to key stakeholders and fact/information sheets
- reviewing information from member representatives and following up with Council on any items that AIOH representatives raise
- recommending member representatives to the Council. This includes drafting EOIs, and creating a selection process, where required

- liaising with AIOH administrative team to keep the Member Representatives page up to date on the website
- development and maintenance of the External Stakeholder Register
- reviewing MoUs with other associations (e.g. ALGA) and coordinating them.

Media Ambassador Working Group

The Media Ambassador Working Group operates under the External Stakeholder Relations Sub-Committee.

The working group supports the AIOH through:

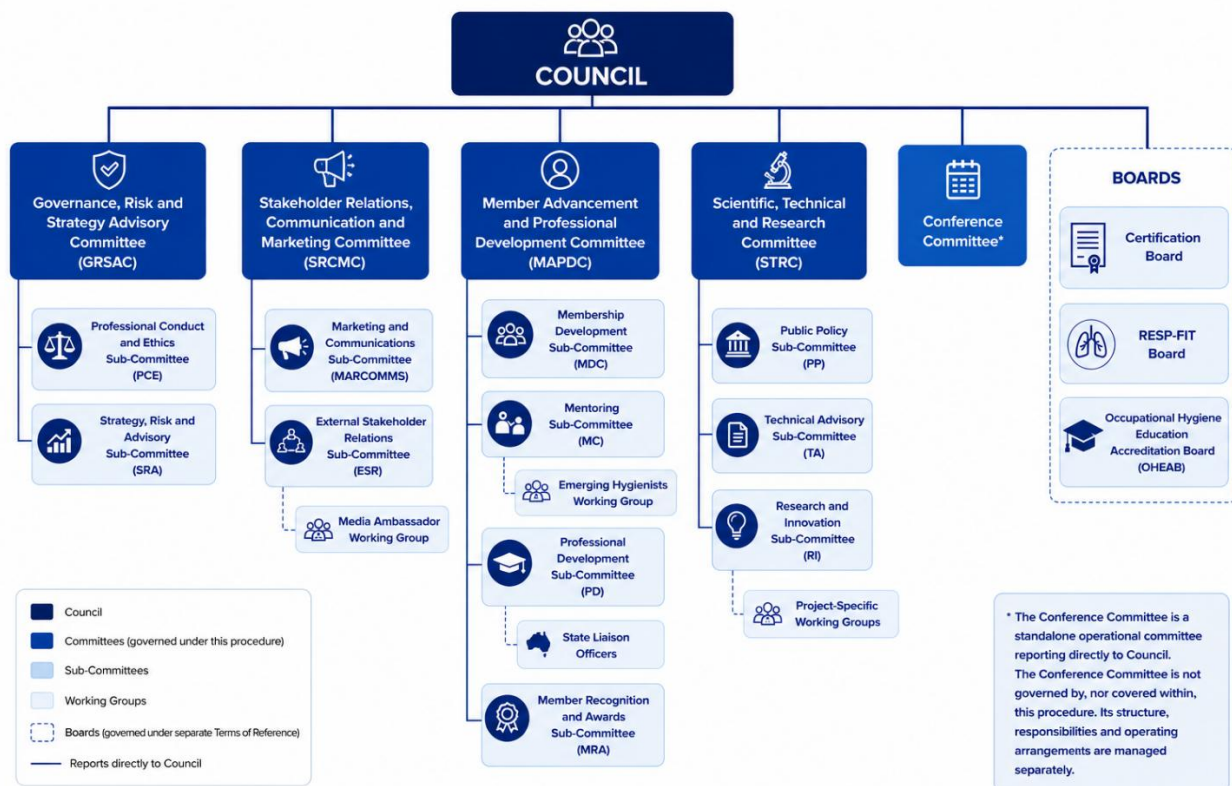
- promoting occupational hygiene and worker health through approved media engagement activities
- identifying opportunities to increase public awareness of occupational hygiene
- supporting development of media content and commentary
- assisting with approved communication initiatives.

Membership

The sub-committee shall comprise:

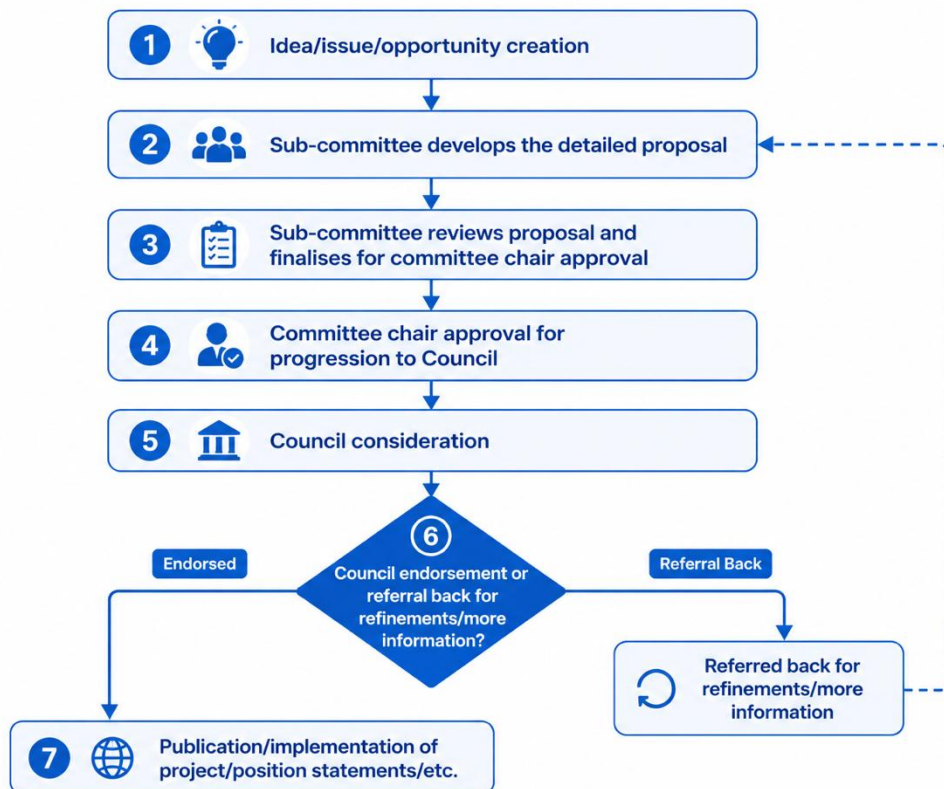
- a lead appointed by the chair of the Stakeholder Relations, Communication and Marketing Committee
- members appointed by the chair in consultation with the lead
- media ambassadors appointed by Council, as required.

OVERVIEW OF COMMITTEE STRUCTURE



GOVERNANCE WORKFLOW

The following workflow applies to the development of submissions, position papers, technical papers, guidance documents, frameworks, recommendations and other significant outputs developed on behalf of the AIOH.



The purpose of the governance workflow is to:

- support consistent governance practices
- ensure appropriate review and consultation occurs
- maintain transparency and accountability
- provide a clear pathway for decision-making
- ensure Council oversight of significant AIOH outputs

No submission, position paper, technical paper, guidance document, framework or major recommendation may be submitted to Council without prior approval for progression by the relevant chair.

Council endorsement is required before publication or release unless delegated otherwise by Council.

APPOINTMENTS, REPORTING AND DEFINITIONS

Appointments

Position	Appointed By
Committee chair	Council
Board chair	Council
Committee member	Council
Sub-committee lead	relevant committee chair
Sub-committee member	committee chair in consultation with the relevant lead
Board member	relevant board chair
Working group member	relevant chair or lead

Reporting Relationships

Position	Reports To
Sub-committee member	Lead
Lead	Chair
Chair	Council
Board chair	Council
Board member	board chair
Working group	sponsoring sub-committee, committee or board