

AUSTRALIAN FORESTRY STANDARD LIMITED

CORPORATE MANAGEMENT PROCESS PROCEDURE 04

AFSL MANAGEMENT

COMMUNICATIONS & MARKETING COMMITTEE CHARTER



[Australian Forestry Standard Limited is a not-for-profit public company registered in July 2003. The company owns the standard development functions and manages the elements of the Australian Forest Certification Scheme]

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COMMUNICATIONS & MARKETING COMMITTEE CHARTER

1. PURPOSE

The purpose of the Charter is to outline the responsibility, membership and meeting protocol for the Communications & Marketing Committee. Annexure 1 outlines the Background to the need for the Committee.

2. SCOPE

The Committee's primary objective is to assist the Board in fulfilling its responsibilities by focusing on communications and marketing of the company both in relation to the Company, the Australian Forest Certification Scheme (AFCS) and in relation to its obligations as an SDO and in retaining its PEFC accreditation.

3. DUTIES AND RESPONSIBILITIES

The following are the key duties and responsibilities of the Committee including advising the Board on the following issues:

- 3.1. Communications alignment to both PEFC and ABSDO requirements, and to AFSL objectives, while meeting the commercial objectives of AFSL.
- 3.2. Develop and maintain a long-term communications and marketing strategy that includes KPIs for activities and business plan targets.
- 3.3. Identify and align the organisation to emerging market trends in forest certification.
- 3.4. Ensure the organisation is meeting its requirements in regards to Stakeholder engagement as required by ABSDO and PEFC.
- 3.5. Ensure the organisation is meeting its requirements in delivering services and returns to its members and funding partners.
- 3.6. Ensure the organisation complies with the code of conduct for communications at all times, including investigating any complaints regarding the content or accuracy of the information being published or distributed by the organisation.

4. COMMUNICATION

- 4.1. Act as an advisory body on the adequacy and compliance of the Company's communications.
- 4.2. Liaise with the CEO.
- 4.3. Report regularly to the Board as required.
- 4.4. Identify and recommend any special projects or investigations deemed necessary.

5. COMPOSITION

- 5.1. The Committee shall consist of two non-executive Directors, one of whom shall be appointed by the Board as Chair and the CEO. Additional members, up to three, may be appointed by the Board from among stakeholders who have a particular interest and expertise in the marketing and promotion of forest certification or certified forest products.
- 5.2. The committee can seek advice from external experts as appropriate.

6. QUORUM

A quorum shall be the Chair and at least two committee members, one of whom shall be a non executive director.

7. MEETINGS

- 7.1. The Committee will hold such meetings as the chair of the Communications and Marketing Committee shall decide in order to fulfil the Committee's duties and responsibilities, but shall meet no less than twice each financial year. In addition, the Chair is required to call a meeting of the Committee if requested to do so by any committee member, or the Board.
- 7.2. The CEO shall be responsible for :
 - 7.2.1. circulating the meeting agenda and associated documentation, to Committee members prior to each meeting.
 - 7.2.2. keeping the minutes of meetings of the committee and circulating them to Committee members within 10 days of the meeting.
- 7.3. The committee may at times discuss matters that are of a sensitive nature. In such circumstances the committee will observe all expected courtesies, confidentiality and statutory obligations while carrying out their responsibilities. The minutes of the meetings where items of a confidential nature are discussed shall be denoted as such.

8. ACCESS AND REPORTING

- 8.1. The Committee will have unhindered freedom to fulfil its duties properly and professionally.
- 8.2. The Committee shall have unlimited access to staff, and documentation. The Committee may also consult independent experts at the company's expense, where it is considered necessary, in carrying out its duties.
- 8.3. The Committee shall make known to the Board as soon as possible any matters requiring Board attention including issues which are in conflict with or likely to impact negatively on the goals and objectives of the Company.
- 8.4. The Committee shall supply the Board with a copy of its reports on a timely basis.

9. COMMITMENT TO CONTINUOUS IMPROVEMENT

- 9.1. The charter of the Committee will be approved by the Board, to provide it with the level of authority required to discharge its duties.

- 9.2. The charter will be reviewed on a regular basis, and at least annually, for ongoing relevance and consistency with the needs of the company.

Annexure 1 to Marketing & Communications Committee Charter

Background to the need for the Committee, May 2009

AFSL became a public company in July 2003. It succeeded the Australian Forestry Standard Steering Committee that initiated and managed the development of The Australian Forestry Standard from late 1999 to July 2003. The Australian Forestry Standard Steering Committee was a partnership of the Commonwealth and State and Territory Governments, National Association of Forest Industries, Plantation Timber Association of Australia, Australian Forest Growers and the Australian Council of Trade Unions.

Chronological change of events to reach current status:

- In January 2004 the company was accredited as a Standards Development Organisation. The scope of the accreditation was "to develop Australian Standards for forest management for wood production and Australian Standards that support the Australian Forest Certification Scheme".
- In September 2004 the Australian Forest Certification Scheme (AFCS) was endorsed by the PEFC member countries for mutual recognition under the PEFC scheme.
- In August 2007, AFSL was re-accredited under the restructured National Standards Organisation, ABSDO, and 'Requirements for Accreditation Standards Development Organisations'.
- In 2008, AFCS underwent
 - an endorsement review for its PEFC status – some non-conformities in the initial report that were addressed final result still pending.
 - a surveillance review by ABSDO providing an outcome report which recommended improvements to AFSL's administration procedures and practices with a further review to be held in February 2009.
- In February 2009, ABSDO conducted the next surveillance review to monitor the progress of implementation of the recommended improvements. The result was an improvement had been made but further improvement is required.

Issues

The continual growth and change of the organisation as influenced by market change, market uptake of certification, market demands and the two bodies, PEFC and ABSDO have impacted on our marketing & communications. The primary issue has been lack awareness of the organisation due to the dilution by multiple brands and messages. To develop and maintain a consistent image that meets the objectives of the organisation and provides industry and stakeholders a clear understanding of the organisations services and responsibilities it was agreed to have a marketing & communications committee to support the CEO. The committee will also oversee that the AFSL members and funding partners are receiving value for their money, and that the organisation meets its obligations in communications.