



TRIATHLON AUSTRALIA SUB-COMMITTEE

COMMUNICATIONS COMMITTEE

PURPOSE

The purpose the Communication Committee is:

- To consider and recommend strategic initiatives with respect to the Association's communications, web-based initiatives and social media presence
- To oversee the execution and implementation of agreed strategies and action plans

RESPONSIBILITIES

The key responsibilities of the Communication Committee are:

1. To provide strategic direction and input to the development of a comprehensive Communication Plan for the sport of triathlon
2. To consider and make recommendations on opportunities and initiatives to enhance the presence and credibility of the sport of triathlon
3. To consider and make recommendations on opportunities to enhance the presence and credibility of the national and state triathlon associations
4. To consider and make recommendation on opportunities and initiatives to increase commercial engagement in the sport of triathlon
5. To monitor and suggest adjustments to the implementation of communication initiatives and activities.

MEMBERS

- Ms Cassandra Erbs (Chair)
- Mr Scott Day (APN Outdoor)
- Mr Ian Hanson (Hanson Media Group)
- Mr Kary Hayes (TriZone)
- Mr Reece Homfray (NewsLtd)
- Mr Derek Mollison (Demon Communications)
- Mr Philip Stoneman (M5 Management)
- Ms Anne Gripper (CEO)
- Ms Kate Gallop (Ex Officio)