

Swimming NSW
Commercial Committee
Charter

Purpose

The purpose of the *Commercial Committee* is to define opportunities and recommend strategies that maximise commercial opportunities and develop philanthropic and commercial networks for Swimming NSW.

Functions

The functions of the *Commercial Committee* shall be to:

- Support management to achieve commercial targets and provide strategies to support the achievement of commercial partnership objectives.
- Review industry insights, and trends for the purpose of developing effective commercial initiatives.
- Support management to develop and evolve the Swimming NSW product offering.
- Recommend strategies that mitigate risks to commercial growth.
- Support management to identify and develop philanthropic and commercial connections and relationships.
- Recommend income generating opportunities through existing NSW products and services including but not limited to live streaming, SNSW events, merchandise and retail.
- Support management to make sound recommendations to the SNSW Board.

Membership

The membership of the Commercial Committee shall be:

- Up to six suitably qualified members appointed by the Chief Executive Officer (there is no requirement for members to have a background or involvement in swimming).
- A staff member shall provide secretarial support for the committee.
- The Chief Executive Officer will appoint a Chair.
- Each member shall have one vote.

Management would be required to advertise for expressions of interest in February with applications closing in March (aligned with other SNSW Management Committees).

Meeting Frequency

An annual program will be established by the Committee.