

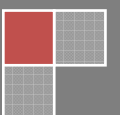
2019

SADCA MARKETING AND COMMUNICATION COMMITTEE TERMS OF REFERENCE

**SOUTHERN AFRICAN DEVELOPMENT
COMMUNITY COOPERATION IN
ACCREDITATION**

This document defines the rules of procedure of the SADCA Marketing and Communication Committee.

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This document has been prepared by the SADCA Secretariat and the Marketing and Communication Committee Chair.

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1. PURPOSE

This document describes the functions, composition and responsibilities of the SADCA Marketing and Communication Committee (MCC).

2. OBJECTIVE

The objectives of the SADCA MCC is to promote accreditation, the SADCA Mutual Recognition Arrangement (MRA), SADCA objectives and to provide support to the development of SADCA activities.

3. COMPOSITION OF THE MARKETING AND COMMUNICATION COMMITTEE

3.1 The MCC shall be composed of:

- 3.1.1 A Chair who is elected by the General Assembly in accordance with the SADCA Bylaws for a term of four years, and may be re-elected once;
- 3.1.2 A Vice-Chair who is elected by the General Assembly in accordance with the SADCA Bylaws for a term of four years, and may be re-elected once;
- 3.1.3 A Secretary who is elected by the Members of the MCC; and
- 3.1.4 A representative of each Arrangement, Ordinary, Associate and Stakeholder Member.

3.2 Observers may attend the meetings with the consent of the MCC Chair.

4. FUNCTIONS OF THE MARKETING AND COMMUNICATION COMMITTEE

The functions of the MCC are to:

- 4.1 Market and promote SADCA and the SADCA MRA globally;
- 4.2 Direct communication and marketing activities to facilitate recognition of SADCA and the SADCA MRA within the region, by governments, industry, trade agencies and other Stakeholders;
- 4.3 Develop work plans of the MCC;
- 4.4 Facilitate transfer of accreditation knowledge and regional cooperation initiatives in matters of accreditation;
- 4.5 Liaise with the SADCA Committees and Sub-committees to determine their marketing and communication needs in the achievement of SADCA objectives;
- 4.6 Create and dissolve Working Groups and Task Forces as needed for undertaking specific tasks in a predetermined time frame, and to monitor their progress;
- 4.7 Promote SADCA and its activities, in conjunction with other Committees and Sub-committees;



- 4.8 Promote activities of SADCA Members related to accreditation and similar related activities of other conformity assessment organisations in the SADC region;
- 4.9 Develop and implement marketing and communication activities that target users of accredited conformity assessments;
- 4.10 Exchange information with other regional and international cooperation's (e.g. AFRAC, ILAC, IAF etc.);
- 4.11 Initiate and support activities to promote the value and importance of accreditation in the region and globally;
- 4.12 Liaise with the Secretariat in obtaining and updating promotional material, brochures, newsletters, social media, publications and the SADCA website;
- 4.13 Keep the SADCA Executive Committee and Secretariat informed about MCC activities, including resolutions and other activities;
- 4.14 Support Accreditation Bodies in recognition and propagation of accreditation culture in SADC countries through awareness sessions and workshops for various stakeholders; and
- 4.15 Encourage governments to modify regulations to trade to be supportive of accredited organizations.

5. APPROACH

- 5.1 Focusing the limited resources on activities for SADCA members at a continental and global level.
- 5.2 Making the value of SADCA activities, products and services readily apparent to its members and ensuring that they meet the needs of its members.
- 5.3 Making members aware of SADCA activities that are suited to their abilities and interests, to encourage greater membership participation and contribution.
- 5.4 Connecting activities with other regions and bodies, with a view of sharing best practice.

6. RESPONSIBILITIES OF THE MARKETING AND COMMUNICATION COMMITTEE

- 6.1 The responsibilities of the MCC Members are to:
 - 6.1.1 Attend the MCC meetings and actively participate in its discussions;
 - 6.1.2 Formulate initiatives to assist the accomplishment of the MCC's goals;
 - 6.1.3 Appoint members of working groups and task force groups as needed;
 - 6.1.4 Perform tasks and responsibilities assigned either individually or as part of a working group / task force group established to carry out the MCC's objectives;
 - 6.1.5 Implement the MCC Work plans;
 - 6.1.6 Contribute to the implementation of tasks and to abide by the instructions of the MCC and the General Assembly; and



6.1.7 Report to the MCC on activities undertaken.

6.2 The MCC Chair's responsibilities are to:

6.2.1 Operate according to these Terms of Reference;

6.2.2 Chair the MCC Meetings;

6.2.3 Report to the EXCO and General Assembly about work being carried out by the MCC;

6.2.4 Submit to the EXCO all resolutions adopted by the MCC; and

6.2.5 Ensure that the Vice Chair is kept informed on all on-going activities and projects.

6.3 The MCC Vice Chair's responsibilities are to:

6.3.1 Assist the Chair in the fulfilment of his/her duties;

6.3.2 Replace the Chair in his/her absence or impediment; and

6.3.3 Perform all functions as delegated by the Chair.

7. QUORUM

7.1 A Quorum is constituted when a simple majority of the Members of the MCC are present.

7.2 MCC decisions shall be made by consensus and when a consensus cannot be reached the decisions shall be made by simple majority of the voting Members (absentees will not be considered).

8. MEETINGS

8.1 The MCC shall meet at least once a year, or when the Chair deems a meeting necessary.

8.2 Draft agendas should be distributed at least three weeks before each meeting.

8.3 The meeting documents shall be distributed at least two weeks prior to the meeting.

8.4 Draft meeting minutes, resolutions and work plans shall be distributed within 2 months of the meeting.



ANNEX A: Document Amendment Record

| Proposed by | Section | Change |
|-------------------|---------|--|
| SADCA Secretariat | 6.2.4 | Deleted “two-thirds” added “simple majority” |
| | 3.1.1 | Change term from 2 to 4 years, and changed from re-elected twice, to once |
| | 3.1.2 | Change term from 2 to 4 years, and changed from re-elected twice, to once |
| | 3.1.4 | Changed from “Each Arrangement, Ordinary, Associate and Stakeholder Member is entitled to nominate one representative to the MCC.” |
| | 3.2 | Deleted “Attendance at the meetings of the MCC is usually restricted to MCC Members, however,” |
| | 4.10 | Included IAF |
| | 4.12 | Added “SADCA” |
| | 4.13 | Deleted “attendance registers of meetings and” |
| | 6.1.1 | Changed from “To attend meetings and actively participate in working groups when they are formed to undertake MCC tasks;” |
| | 6.1.2 | Goals replaced “objectives” |
| | 6.1.3 | Clause added |
| | 6.1.4 | Changed from “To perform tasks and responsibilities individually or as part of an ad-hoc group;” Deleted “To report to the MCC on activities undertaken;” |
| | 6.2.1 | Changed from “To ensure that the MCC Terms of Reference are executed;” |
| | 6.2.3 | EXCO replaced “SADCA Committees” |
| | 7.1 | Replaced “A Quorum for a meeting of the SADCA MCC shall be a simple majority of the Members of the MCC.” |
| | 7.2 | Clause added |
| | 8.1 | Deleted “or General Assembly” |
| | 8.2 | Clause added |
| | 8.3 | Deleted “by the MCC Secretary after consultation with the Chair.” |
| | 8.4 | Replaced “Meeting resolutions and work plans shall be distributed by the MCC Secretary within 2 weeks after the meeting.” |