CHARTER

SUFFOLK PARK COMMUNITY ASSOCIATION

Community Engagement & Digital Strategy

Suffolk Park Community Association (SPCA)

Community Engagement & Digital Strategy - Charter

This Charter establishes the Community Engagement & Digital Strategy Subcommittee of the Suffolk Park Community Association (SPCA), defining its purpose, authority & role in supporting the Association's objectives. The subcommittee is created to provide a structured, coordinated approach to its focus area, ensuring effective community engagement, informed decision-making & alignment with SPCA's governance framework.

1. Establishment

The Association hereby establishes the Community Engagement & Digital Strategy Subcommittee (CEDS) to strengthen communications, community reach, membership growth & digital presence

2. Purpose

- To enhance awareness, build digital presence, grow membership, strengthen partnerships, support advocacy campaigns & provide strategic marketing capability.

3. Membership

The subcommittee will consist of members of the Suffolk Park Community Association (SPCA) in accordance with the Constitution.

Each subcommittee will include at least one SPCA Committee member, who will act as a liaison to ensure alignment with SPCA governance, reporting & decision-making processes.

The subcommittee may also include invited participants, advisors or contributors who are not members of SPCA. These individuals may participate in discussions &

activities but do not hold formal membership or voting rights within the subcommittee.

4. Authority & Powers

The Subcommittee is authorised to design & maintain the Association website & social media, conduct engagement campaigns, drive membership growth, build alliances with local sporting & community groups & act as the primary marketing arm of the Association.

5. Key Focus Areas & KPIs

Primary KPI: Membership Growth. Additional measures include digital reach, community participation & partnership development.

6. Strategic Priorities (First 12 Months)

- Launch Suffolk Park community website/portal
- Establish coordinated social media presence
- Create unified brand identity
- Implement structured membership drive
- Build privacy-compliant community database
- Produce quarterly community update
- Support DCIP & other communications

7. Governance & Reporting

The Subcommittee reports to the main Committee and will provide written updates at each Committee meeting or upon request. Major strategic or financial commitments require Committee endorsement.

8. Financial Authority

Minor operational expenses may be incurred within an approved budget. Larger expenditures or contracts require prior Committee approval & must comply with Association policies.

9. Review

This Charter will be reviewed within 12 months of adoption.

Adoption

Adopted by resolution of the Suffolk Park Community Association Committee.

Date: 21/02/2026

Secretary: Hayley Devlin