

# Australian Communications Advocacy Group

## *Organisational Charter*

*Purpose:* The Australian Communications Advocacy Group (ACAG) has been formed in response to the Federal Government's proposal to dramatically increase fees for undergraduate studies in Arts and Humanities subjects. ACAG aims to represent all disciplines across the communication industry – public relations, marketing, media and advertising – which will be impacted by the proposed fee increase.

The proposed fee increases will result in fewer qualified graduates for these industries, and further entrench the lack of diversity in these fields, as the only individuals financially capable of bearing the brunt of these fees will be from educated, high socio-economic backgrounds.

The express intent of this group is to soften and/or eliminate the impact of the fee changes on our collective industries, through advocacy, advocacy and marketing campaigns.

This will result in a fairer Australia, where members of the communications industry are from diverse backgrounds and ensure this sector is able to continue its important contribution to Australia's economic success.

*Membership:* Membership is open to every industry association which operates in public relations, marketing, media, advertising or communications.

*Governing arrangements:* ACAG has been initiated and formed by the Public Relations Institute of Australia and will be governed by a Council of Members representing each industry association, which is a member of ACAG.

Representatives will be nominated directly by the respective industry associations and can be professional members of the association's staff or members.

The Council will work with the ACAG Campaign Director, a voluntary part-time role, to set the direction of the campaign, approve major initiatives and associated budgets (as available).

*Corporate partners:* Companies and individuals operating in this space will be approached to provide support to the organisation and be recognised as Corporate Partners, for example, advertising holding companies, public relations agencies, media organisations and the like.

*Finances:* ACAG does not hold any financial resources. Any contributions and/or budgets will be sourced from members on a case-by-case basis, for expenditure directed and approved by the Council.

*Staff:* ACAG will not hold any employment contracts with staff, who will be provided by corporate partners and members of ACAG on a case-by-case commitment. Volunteers will operate under agreements where they are covered by PRIA's insurance.

Applications for the ACAG Campaign Director are being sought on a volunteer part-time basis, the Campaign Director/s will function as the executive of ACAG, working with the Council to undertake initiatives and achieve the organisation's objectives.

Each member will be asked to contribute a staff member's time to support the project, to work on specific elements suited to their skill set and background. While there is no minimum contribution

required by this charter, the Council is able to set minimum requirement if, and as, required to achieve the stated objectives of ACAG.

All associated costs of the staff member's time and resources will be borne by the providing member.

*Secretarial services:* The PRIA will act as the secretary for ACAG, including maintaining a register of members, reviewing and accepting nominations for membership to ensure they meet the criteria and other secretarial services as required.