

Public Relations and Communications Committee

Terms of Reference

(updated on 18 Aug 2022)

1. Responsible To

The Public Relations and Publicity Committee (hereafter the “Committee”) is formed under the governance of the Hong Kong Breast Cancer Foundation Limited (“HKBCF”), and shall be responsible to the Management Committee of HKBCF (hereafter the “Management Committee”).

2. Objectives

The Committee aims to support and guide the Public Relations and Communications team (hereafter the “PR&C”) to develop and evolve strategy to increase donation and funding as well as publicity in a changing and challenging environment. The Committee provides professional advice and recommendations to the Management Committee on matters relating to fundraising and communications as required by HKBCF for its operational and other needs which may include, but not limited to the following:

- 2.1. Develop strategic direction and plans for fundraising and communications programmes of HKBCF.
- 2.2. Tender advice to HKBCF’s fundraising and communications plans and activities to ensure that appropriate policies, processes and systems are in place.
- 2.3. Advise and support HKBCF’s fundraising and communications initiatives through sharing ideas and providing relevant expertise.
- 2.4. Participate and support major fundraising and communications activities and help identify potential supporters of HKBCF’s work.
- 2.5. Other related matters as directed by the Management Committee.

3. Composition

- 3.1 The Committee shall consist of no fewer than five members. Professionals and experts in the field who can make special contribution may be co-opted by the Committee. (See Appendix 1 for Committee Composition)

3.2 The Committee shall be chaired by the Chairperson appointed by the Management Committee, or in his/her absence, one member of the Committee appointed by the meeting, shall preside.

3.3 The Chief Executive Officer shall be in attendance. Other relevant staff member(s) of HKBCF as recommended by the Chief Executive Officer can be invited to attend after consultation with the Chairperson of the Committee.

3.4 The Secretary of the Committee shall be the staff of PR&C.

4. Terms of Service

Term of office of members is two years subject to review and re-invitation by the Management Committee. For those appointed in the middle of the two-year term, the membership shall be completed in line with other existing members.

5. Meeting

Regular meetings will be convened by agreement among Committee members, at least 4 times a year.

The Chairperson may, at his/her discretion, convene extraordinary meetings of the Committee at any time as deemed necessary.

6. Agenda

An agenda shall be prepared by the Secretary of the Committee and forward together with any other discussion materials to the members one week before the meeting.

7. Quorum

Three members of the Committee present at the meeting shall form a quorum of meeting, including both physical presence and virtual presence (dialing-in).

8. Minutes of Meetings

The Secretary of the Committee shall prepare minutes of all meetings and distribute to the members of the Committee for comments no later than 14 days after the meeting.

The Secretary of the Committee shall keep minutes and notes of all meetings, record of decisions, actions and recommendations discussed at the meeting.

9. Administrative Expenses

Such expenses as may be necessary for the administration of the Committee shall be the responsibility of HKBCF.

10. Review of Terms of Reference

The terms of reference shall be annually reviewed by the Committee. Any substantial modifications to the terms of reference shall be approved by the Management Committee.