



## **TERMS OF REFERENCE**

### **MASTERS COMMITTEE**

**Revised Feb 2025**

The Masters Committee exists to assist Athletics Ontario in fulfilling its obligations related to promoting Masters athletics and providing Ontario masters athletes with well managed and consistent competitions and programs.

#### **AUTHORITY**

The Committee is a standing committee of Athletics Ontario and shall develop a work plan with specific deliverables and timelines. The Committee will develop, coordinate, and evaluate programs and provide recommendations on matters relating to AO Masters championships and other programs pertaining to masters age group athletes.

#### **COMPOSITION**

The Committee shall include:

- Chair (elected committee member)
- Up to five (8) appointed members with regional representation (including an athlete representative)
- an Ex Officio member of the AO staff shall be nominated by the AO CEO

#### **APPOINTMENT**

The Chair of the Committee will be selected by Committee members, confirmed by the AO CEO, and will have overall responsibility for the activities of the Committee. New Masters Committee members will be selected by the Masters Committee through a call to action application process. Members to serve on the Committee for a two-year term. This term is renewable on a bi-annual basis subject to AO CEO approval.

#### **MANDATE**

- a. The Masters Committee will consider all Masters activities or events undertaken by Athletics Ontario with the view of growing its membership, improving services, and generating additional revenue.  
The committee shall develop an annual work plan with specific deliverables and timelines to:

- i. Develop and implement a marketing plan that identifies the needs of its target audience and how to meet those needs with products, services and programs.
  - ii. Create and implement recruitment and retention programs to increase and maintain membership.
  - iii. Create a plan that will guide the organization in seeking out and securing sustainable funding from an array of outside sources. The committee must identify and communicate with potential donors to support the work of the organization.
  - iv. Evaluate, identify, or monitor those activities and areas, which currently (or have the potential to) pose significant risks to the association.
  - v. Recommend measures to AO staff, as required, on associated policies or procedures that will assist in avoiding or controlling organization risks.
- b. As such, the Masters Committee is responsible for, but not limited to:
- i. Conduct surveys on topics of interest to promote the organization.
  - ii. Liaise with the membership to provide enhanced communications.
  - iii. Define membership benefits and create a program to market this information regularly.
  - iv. Actively recruit new members from non-traditional sources.
  - v. Develop a plan to engage alumni.
  - vi. Develop and recommend new membership programs and recommend to AO staff.
  - vii. Encourage member participation in organization committees and activities.
  - viii. Create a volunteer recruitment program.
  - ix. Determine if membership needs are being met and recommend measures or services that will better meet the changing needs of master's members.
  - x. Raise the profile of AO through various outreach programs.
  - xi. Ensure that these areas are integrated into the annual AO business plan.

## **ROLES**

The Committee Chair shall lead meetings, set the meeting schedule, arrange meeting place/call, prepare the agenda and keep (or ensure the keeping of) minutes to record discussions and actions taken at all meetings. In addition, the Chair is responsible for reporting progress, project timelines, or providing written recommendations and reports.

Committee members must participate in discussions and share the workload. Each member's expertise, whether it is a skill or knowledge, contributes to the Committee's success. When assigned a task, it becomes each member's duty to complete the task and report back to the Committee.

**MEETINGS**

The Committee will meet as required or at a minimum, will meet four times per year. Meetings may be held in person or by electronic conference.

Carrying out the work of the Committee effectively requires a commitment to attend all meetings. Any Committee member who is absent, without reasonable excuse as determined by the AO CEO, from three consecutive meetings, will be considered to have resigned his/her position and shall be so informed in writing.

**REPORTING**

The Committee will report as required, through its Chair to the AO CEO. In addition, the Committee will submit an annual report at every AGM.

The Committee will communicate, as required, with other AO committees.

**EVALUATION**

The CEO will review the performance of the Committee and these terms of reference, as required.

<b>MASTERS COMMITTEE – TERMS OF REFERENCE</b>		
<b>OWNER:</b>	<b>STATUS:</b>	<b>DATE:</b>
CEO	Approved	February, 2020
CEO	Revised	February, 2025