



WEBSITE WORKING GROUP TERMS OF REFERENCE

AUTHORITY

These terms of reference are issued under the authority of the Croquet Victoria Appointees, Sub-Committees and Working Groups policy 17 June 2014, as amended 14 December 2015 and 23 April 2018.

MEMBERSHIP

1. The Website Working Group is to consist of at least 5 and up to 10 members, at least one of whom should be a member of Council. These numbers do not include the President or Secretary, who will be ex officio members.
2. Members of the WG are appointed by Council and may be members or non-members of Croquet Victoria. The WG may propose additional members for co-option, to be endorsed by Council.
3. Individual members will be invited to submit expressions of interest in membership of the WG, via an email to clubs and regions. Eols should include a statement of the member's relevant experience and capability.
4. The WG will appoint its own convenor and secretary.

DURATION

The WG will expire by the end of the June 2027 Council meeting, unless Council decides otherwise in the interim.

OBJECTIVE

To bring the existing website up to date and substantially improve the homepage for:

- non-members
- prospective/new members
- existing members

taking into account issues of diversity, equity and inclusion.

PROCESS

1. *User review*
Establish a member user group for one month to identify:
 - errors and outdated information
 - usability problems
 - opportunities for making the site more friendly and inclusive
 - content gaps
 - recommendations
 - a longer-term wish list.
2. *Redevelopment specifications*
Turn the user review feedback into a comprehensive brief suitable for obtaining quotes for a future broader redevelopment, addressing issues of diversity, equity and inclusion.



3. *Homepage project*

Seek quotations and obtain approval via the Marketing and Publicity Sub-Committee. Manage the homepage refinement, while using volunteers for straightforward content corrections where possible.

4. *Technical/management issues*

Investigate:

- a. the outdated Drupal CMS (Content Management System)
- b. whether five hours/week of paid support is adequate
- c. how other state associations manage their websites
- d. the transition/issues associated with revSPORT.

5. *Communications*

Develop improved communication strategies via:

- Work with Croquet Australia to improve member email information
- More effective promotion of the website and Facebook

REPORTS

The WG will report monthly to Marketing and Publicity, who will report to Council on their behalf.

Minutes of WG meetings are to be provided to the Secretary of Croquet Victoria within a week of the meeting.

AUTHORISATION

Honorary Secretary
Victorian Croquet Association Inc.
21 August 2026