

Digital Advisory Committee Charter

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Purpose

The Australian Retailers Association (ARA) regards digital commerce as a crucial driver of growth in the retail sector, and as a significant priority for member business owners, operators, and employees.

The Digital Advisory Committee exists to provide the retail industry with a centralised platform of thought leadership specific to digital developments and eCommerce in Australia.

Role of the Committee

The Digital Advisory Committee (“the Committee”) will assist the Australian Retailers Association by providing guidance to the ARA and its members on:

- Growth in domestic markets
- Support for Australian brands in overseas markets
- Reviewing legislative and regulatory developments
- Digital training needs

Functions, activities and responsibilities

To fulfil this role, the Committee will:

- **Offer a member forum for exchange of ideas**, knowledge sharing and linkage to relevant digital commerce developments impacting the retail industry;
- **Deliver critical insight to governments and related regulators** to about retail eCommerce and contribute to the development of legislation and regulation; and
- **Identify knowledge gaps and strengthen eCommerce best practice** in Australian retail, through issue based sub-groups and industry networks

It is the responsibility of members of the Committee to:

- Attend meetings and review material in advance
- Contribute to the effective process of raising issues and providing advice on topics of relevance.
- Assist the ARA to establish policy positions as they pertain to the Australian retail industry

The Committee may also address matters which overlap with and/or are being examined concurrently by other Australian Retailers Association advisory committees.

Membership

The Digital Advisory Committee will comprise of digital and eCommerce professionals representing ARA Member organisations.

The Committee will:

- Consist of twelve or more committee members

- Committee members are expected to attend 60% of annual meetings and
 - Actively participate in thought leadership
 - Actively recruit appropriate new members to the committee as required

Member roles:

- **The Chair:** The role of the Chair is to provide leadership. They must have strong communication skills to oversee the conduct at committee meetings, facilitating effective contribution and respectful relations between all committee member.
- **A Member:** The role of a member is to present views to the Committee on industry trends, policies, or government which impact the Retail Industry. The member may have representative dealings in another capacity that will contribute to the objectives of the Committee and provide intelligence when discussing issues.

Governance and Structure

Meetings

The Committee will meet six times a year, with additional meetings to be scheduled as deemed necessary.

As considered appropriate by the Committee external guests will be invited to attend meetings.

Related documents: ARA Governance Support - Industry Committees Conduct of Meeting and Procedures

The Chatham House Rule applies to all Committee meetings and reads as follows: When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

Escalation of Policy / Advocacy Matters

Where the Committee advises the ARA pursue a particular course of action, the Committee will:

- Raise issues with the ARA Secretariat for possible addition to the meeting agenda
- Escalate agreed proposals to the Committee Chair for action
- The Chair will make a recommendation to the ARA Executive representative for ARA consideration
- The ARA will inform Committee members on the progress and outcome of proposals at subsequent meetings

Diversity Statement

The Committees approach to diversity including the key principles and measurable objectives used to support the achievement of diversity at the ARA at all levels.

The Company recognises that diversity occurs in many forms including, but not limited to, gender, age, ethnicity, cultural background and business types and sizes.

The ARA acknowledges that increased gender diversity is associated with better greater thought leadership and has a positive impact on the Retail Industry. We recognise that, where possible, attracting diverse volunteers will enable us to achieve the strategic objectives of the ARA most effectively.

2021 Proposed Dates

- 12 February
- 19 March
- 21 May
- 16 July
- 17 September
- 12 November