

Terms of Reference - BCMA Advocacy Committee-January 2016

Members:

Connie Baxter- Supervisor of Museums & Heritage Services- Richmond Museum
Lillian Hunt- Director/Co-Chair- Aboriginal Tourism BC Association
Scott Marsden-Executive Director-Haida Gwaii Museum
Peter Ord- Managing Director-Robert Bateman Centre
Jodi Simkin- Executive Director- Nuyambalees Cultural Centre

Vision:

- ✓ To advocate on behalf of the BCMA, and its members and increase awareness of BC cultural sector

Objectives:

- ✓ Identify key strategic “players” (funders, policymakers, potential advocacy partners), and policy development/funding prioritization venues/timelines, and create an advocacy action plan.
- ✓ Develop and promote a BCMA advocacy “brand” that is consistently credible, thoughtful, proactive and collaborative.
- ✓ Develop calendar of activities
- ✓ Work with key advocacy partners to identify shared strategies and objectives and resources.
- ✓ Cultivate and carefully maintain relationships with key policymakers/funders and BCMA staff.
- ✓ Develop position papers, as needed, in support of advocacy action plan.
- ✓ Present workshops on public advocacy for membership.
- ✓ Compile statistics and studies demonstrating impact of culture and
- ✓ Highlighting innovated work of members and best practices.
- ✓ Devote space in BCMA member publications, online channels and advocacy resource kit to promote and support key advocacy objectives, and to help cultivate effective local advocacy.

Roles and Responsibilities:

- ✓ Develop advocacy action plan
- ✓ Identify strategic partners
- ✓ Utilize BCMA brand for communications

Terms:

- On-going
- Representation by BCMA members
- To be reviewed yearly

Meetings

Bi-monthly