

2025 Proposed Constitutional Amendments

Motion to update clauses 8, 13 and 14 of the Constitution dealing with Regions and Regional committees

Purpose of proposed changes

These proposals are to make small constitutional changes to remove the regional structure and the requirement for formal annual elections for members of regional committees.

Rationale

The Association was formerly structured with 3 regions based on postal codes. These are no longer relevant and clause 8 is therefore changed to reflect this.

Currently members of regional committees are elected at the Annual General meeting of the Association. By removing the need for elections, we are able to enhance the flexibility and structure of these groups. This will encourage dynamic membership and enable the inclusion of individuals with relevant expertise as needed, ensuring the committee remains well-equipped to address current trends and challenges. Clauses 13 and 14 are amended accordingly.

Marketing Association Constitution – Proposed new wording of clause 8

8.1 Structure: The Marketing Association is a national, member-based association. Membership is open to any organisation or person interested in marketing, and who supports the objects of the Marketing Association and adheres to the Codes of Practice as laid down from time to time.

8.2 Establishment of Regional and Special Interest Groups: The Board shall have the power to set up regional and special interest groups to cater for the specialist needs of the differing business types and segments within the Marketing Association.

NB: The remainder of Clause 8 will be re-numbered to suit.

Original/2024 Version (for comparison)

8.1 Division into Regions: The Marketing Association will be divided into such regions as the Board may resolve from time to time. From time to time the Board may set rules for the operation of the regions. At the date of adoption of these Rules there shall be the following regions:

- (a) Northern - comprising Members in those areas incorporating postal zones 0100 – 3999 or equivalent
- (b) Central - comprising Members in those areas incorporating postal zones 4000 - 6999 or equivalent
- (c) Southern - comprising Members in those areas incorporating postal zones 7000 – 9999 or equivalent

Establishment of Special Interest Groups: The Board shall have the power to set up special interest groups to cater for the specialist needs of the differing business types and segments within the Marketing Association.

13. REGIONAL AND SPECIAL INTEREST GROUP (SIG) COMMITTEES AND OFFICERS

1. **Regional and SIG Committees:** Each Region and SIG will be administered by a committee. Regional and. SIG committee members will be appointed as required.
2. **Eligibility for Appointment:** Each candidate for appointment to a Regional or SIG committee must be an Individual member or employed by a member organisation.
 - a. No more than one representative of a member company may serve on any one of the Regional and SIG Committees.

13.3 Proceedings of the Regional and SIG Committees: Proceedings of the Regional and SIG committees will be governed by the same requirements outlined in these Rules as governing meetings of the Board.

14. MEETINGS OF THE MARKETING ASSOCIATION

1. **Annual General Meeting of the Marketing Association:** The Annual General Meeting will be held every 12 months, no later than three (3) months after the end of the financial year, on a date and at a time and place to be designated by the Board, and for the following purposes:
 - a. To receive from the Board a report and audited financial statements for the preceding financial year of the Marketing Association.
 - b. To elect and / or approve the appointment of a chairperson and members of the Board as specified in Clause 10;
 - c. To consider and conduct such other business as may properly be brought forward.

13. REGIONAL AND SPECIAL INTEREST GROUP (SIG) COMMITTEES AND OFFICERS

1. **Regional and SIG Committees:** Each Region and SIG will be administered by a committee. Regional committee members will be elected. SIG committee members will be appointed as required.

2. **Eligibility for Election:** Each candidate for election or appointment to a Regional committee must be an Individual Member or employed by a member organisation and must be nominated in writing by two (2) Members. Such nomination must be received in the National Office at least twenty-one (21) days before the date of the Annual General Meeting and must be signed by the proposer, seconder and the candidate.

3. **Elections:** Members shall elect Regional committees at an Annual General Meeting of the Marketing Association.

4. **Composition of Regional Committees:** The Regional Committees shall be comprised of:
 - a. A chairperson

 - b. Up to eight (8) other Members

 - c. In the event that insufficient Members are nominated to form a Regional committee, additional nominations may be called for from the floor at the Annual General Meeting. Should there still be insufficient members to form the committee, the Regional Chairperson shall have the power to co-opt Members, whose term shall terminate at the date of the following Annual General Meeting.

 - d. No more than one representative of a Member company may serve on any one of the Regional and SIG Committees.

 - e. Tied Vote: In the event that there is a tie for the final vacancy on a Regional committee, an exception to the committee's composition specified in Clause 13.4(b) shall be made and both members shall be deemed to have been elected.

5. **Proceedings of the Regional and SIG Committees:** Proceedings of the Regional and SIG committees will be governed by the same requirements outlined in these Rules as governing meetings of the Board.

6. **Term of Appointment to a Regional Committee:** Once appointed, the officers of the Regional Committee will continue in office for a two-year term, at which time each may offer himself or herself for reappointment.

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 - a. To receive from the Board a report and audited financial statements for the preceding financial year of the Marketing Association;
 - b. To elect and / or approve the appointment of a Chairperson and members of the Board as specified in Clause 10;
 - c. To elect Regional Chairpersons and members of each Regional Committee as specified in Clauses 13.1 - 13.6.
 - d. To consider and conduct such other business as may properly be brought forward.

