

# MEDIA COMMITTEE CHARTER

## PURPOSE

This Charter defines the role, responsibilities, composition, and proceedings of the Media Committee of the Financial Integrity Hub (FIH). The Charter establishes the framework through which the Committee supports the FIH's media strategy, public communications, and digital engagement to enhance the visibility, influence, and reputation of the FIH as a leading centre for financial crime research and thought leadership.

## ROLE OF THE COMMITTEE

The Media Committee provides strategic oversight and advice on FIH's media and communication activities. It focuses on developing and implementing strategies to increase public awareness of FIH's initiatives, promoting research outputs, enhancing social media engagement, and expanding the reach and impact of the FIH podcast. The Committee leads and advises on FIH's media and communications strategy, amplifying its voice, expanding its digital presence, strengthening global engagement, and advancing FIH's reputation as a leading authority in financial crime research and policy innovation.

## RESPONSIBILITIES OF THE COMMITTEE

In carrying out its role, the key responsibilities of the Committee include the activities outlined in the following section. In meeting these responsibilities, the Committee will receive and consider information prepared by other FIH groups, committees, and leadership, making relevant queries of leadership as necessary.

1. Developing and overseeing the implementation of FIH's media and communications strategy in alignment with the Strategic Plan.
2. Strengthening FIH's social media strategy, aiming to increase followers as prescribed in the annual targets.
3. Planning and delivering content that promotes FIH's research, events, and initiatives across key social media platforms.
4. Monitoring social media engagement analytics and providing regular reports to track progress against growth targets.
5. Developing the production and distribution of the FIH Podcast, ensuring monthly episodes are delivered in line with the Strategic Plan.
6. Increasing FIH Podcast followers to meet agreed annual targets through targeted promotion and audience engagement.
7. Identifying media opportunities and supporting the Director, Research Fellows, and key stakeholders in media engagements and interviews.
8. Ensuring consistent messaging and branding across all FIH media outputs, including publications, press releases, and digital content.
9. Providing strategic advice on media partnerships to enhance FIH's reach and influence in Australia and internationally.
10. Supporting the promotion of FIH events, summits, and seminars through digital campaigns and media outreach.
11. Contributing to the quarterly FIH Insights Bulletin by advising on content and dissemination strategies to maximise audience engagement.

12. Developing media toolkits and communication materials to support stakeholder engagement and public awareness initiatives.
13. Advising on the creation and dissemination of video content, infographics, and other multimedia materials to enhance engagement.
14. Contributing to the preparation of the media and communication section of the FIH Annual Report, including performance metrics and impact highlights.

## COMPOSITION OF THE COMMITTEE

- The Committee will be chaired by the FIH Director or their delegate.
- Standing members will include:
  - A designated member of the Reference Advisory Group (RAG)
  - The FIH Director (or their delegate)
  - An Individual Placement Student (PACE or other) assigned to the Committee
- Additional attendees may be invited at the discretion of the Chair, including subject matter experts or members of other FIH committees.
- Secretariat support will be provided by the PACE Student as designated by the Director.
- Members are expected to actively participate in discussions and contribute to the effective functioning of the Committee.

## PROCEEDINGS OF THE COMMITTEE

- The Committee will meet at least twice per academic session, with additional meetings scheduled as required.
- Meetings may be held in person or via teleconference.
- Recommendations from the Committee are advisory in nature and will be submitted to the Reference Advisory Group and Director for consideration and action.
- The Committee may establish working groups to address specific tasks or areas of focus, as agreed by the Chair.

**Approved by the Financial Integrity Hub**

28 May 2025