

GLOBAL ACCREDITATION
COOPERATION INCORPORATED
LOGO

TERMS OF REFERENCE COMMUNICATION COMMITTEE

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FURTHER INFORMATION

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1. INTRODUCTION

1.1 Purpose

- 1.1.1 The purpose of this document is to define the terms of reference for the Global Accreditation Cooperation Incorporated Communication Committee.

1.2 Scope

- 1.2.1 This document applies to delegates of Global Accreditation Cooperation Incorporated that are members of the Communication Committee.
- 1.2.2 These terms of reference should be read in conjunction with Global Accreditation Cooperation Incorporated-GOV-008 *Permanent Committees and Subordinate Groups*.

2. TERMS OF REFERENCE

The Communication Committee is responsible for the internal and external communications activities of Global Accreditation Cooperation Incorporated including the discussion, development, and coordination of communications and marketing, and raising awareness and improving the image of accreditation globally.

2.1 Responsibilities of the Communication Committee

- 2.1.1 Ensure that Global Accreditation Cooperation Incorporated maintains a professional external profile.
- 2.1.2 Develop marketing materials to facilitate recognition by industry, government and government bodies.
- 2.1.3 Develop channels of communication to share information relevant to the membership, stakeholders, the wider conformity assessment community, and the external market.
- 2.1.4 Seek opportunities to promote accreditation to government bodies, industry groups, regulators, and other stakeholders.
- 2.1.5 Promote Global Accreditation Cooperation Incorporated and the benefits of accreditation collectively with Global Accreditation Cooperation Incorporated members to national, regional, and international audiences.
- 2.1.6 Support Global Accreditation Cooperation Incorporated members, where possible, in the promotion of accredited bodies, accreditation systems, and the Global Accreditation Cooperation Incorporated MRA.
- 2.1.7 Develop and review policies and guidelines, in collaboration with others, for the publication and dissemination of Global Accreditation Cooperation Incorporated information.
- 2.1.8 Coordinate the gathering and sharing of evidence to demonstrate the value of accreditation.

- 2.1.9 Collect and share information to ensure continuous improvement and sharing of best practice, including with other bodies/organisations with interests similar to those of Global Accreditation Cooperation Incorporated.
- 2.1.10 Monitor and respond to published articles that may be of interest to Global Accreditation Cooperation Incorporated stakeholders.
- 2.1.11 Develop and implement marketing and communications activities that target current and future users of conformity assessment services covered under the Global Accreditation Cooperation Incorporated scope.
- 2.1.12 Assist developing economies to obtain appropriate resources.
- 2.1.13 Conduct surveys where appropriate and analyse responses.
- 2.1.14 Provide input to ensure the Global Accreditation Cooperation Incorporated website provides an effective service to Global Accreditation Cooperation Incorporated members and stakeholders.

2.2 Approach

The general approach to providing this service is to:

- 2.2.1 Produce promotional material that enable Global Accreditation Cooperation Incorporated members to promote accreditation effectively in their national economy.
- 2.2.2 Produce materials that enable Global Accreditation Cooperation Incorporated representatives to promote accreditation effectively to other global organisations.
- 2.2.3 Make the value of Global Accreditation Cooperation Incorporated activities, products, and services readily apparent to its members and ensure that they meet the needs of its members.
- 2.2.4 Make members aware of Global Accreditation Cooperation Incorporated activities that are relevant to their organisation, and to encourage greater membership participation and contribution.
- 2.2.5 Connect activities within the Regions and other relevant partners with a view to sharing best practice.
- 2.2.6 Exchange information as appropriate with the Regions and other international bodies.
- 2.2.7 Develop relationships with key external organisations to promote the use, adoption or recognition of accreditation.

2.3 Work Plan

The Communication Committee shall develop appropriate strategies to implement any communications and marketing activities allocated to the committee in the Global Accreditation Cooperation Incorporated Strategic Plan, and develop an appropriate work plan and budget, to be reviewed and updated annually.

2.4 Meetings

The Communication Committee shall generally meet annually in conjunction with the Annual General Meeting of Global Accreditation Cooperation Incorporated. However, as needed, it may conduct its work through virtual meetings or correspondence.

3. AMENDMENT TABLE

Section	Previous Version	Summary Of Changes
All	-	New issue of the establishment of Global Accreditation Cooperation Incorporated