



The Canadian Functional Fitness Federation

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Domestic Development Committee

Canadian Functional Fitness Federation (CFFF)

Terms of Reference

1. Purpose

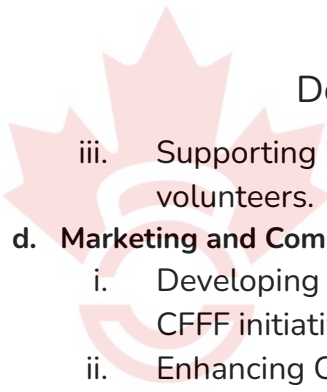
- a. The Domestic Development Committee (the "Committee") is appointed by the Board of Directors (the "Board") of the CFFF to support the growth and expansion of functional fitness in Canada.
- b. The Committee is responsible for:
 - i. Increasing membership and club registration.
 - ii. Promoting CFFF programs, events, and resources.
 - iii. Strengthening relationships with clubs, athletes, and the broader community.
 - iv. Aligning with the goals of the CFFF, the International Functional Fitness Federation (iF3), and the Canadian Sport Governance Code.

2. Committee Composition

- a. Per the **Committee Governance Framework**, the Committee:
 - i. Must include at least one director from the Board, who will serve as chairperson.
 - ii. Should consist of members with expertise in marketing, communications, membership development, and/or community engagement.
 - iii. Will be appointed by the Board and serve terms as outlined in the governance framework.

3. Duties and Responsibilities

- a. The Committee is responsible for:
 - b. **Membership Growth**
 - i. Developing and implementing strategies to increase individual and club membership.
 - ii. Identifying and targeting specific regions or demographics for expansion.
 - iii. Creating programs or incentives to encourage participation.
 - iv. Tracking member retention and engagement, not just registration.
 - c. **Club Development**
 - i. Creating mentorship and training programs to support clubs nationwide.
 - ii. Facilitating communication between clubs and the CFFF to ensure alignment with strategic goals.
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- iii. Supporting initiatives that prepare youth for roles as coaches, officials, or volunteers.
- d. **Marketing and Communications**
 - i. Developing a comprehensive marketing plan to promote functional fitness and CFFF initiatives.
 - ii. Enhancing CFFF's digital media presence, including the website and social media channels.
 - iii. Ensuring marketing materials align with CFFF brand guidelines.
 - iv. Collaborating with the National Championships Committee to promote events.
- e. **Community Engagement**
 - i. Strengthening relationships with athletes, coaches, and other stakeholders.
 - ii. Gathering feedback from members to inform strategic initiatives.
 - iii. Exploring partnerships with external organizations or community groups.
- f. **Provincial Alignment**
 - i. Outlining steps, timelines, and resources needed for sport recognition in each province.
 - ii. Engaging with provincial authorities and Provincial Sport Organizations (PSOs).
 - iii. Ensuring CFFF governance structures align with provincial requirements.
- g. **Long-Term Development (LTD)**
 - i. Contributing to the development and implementation of the CFFF's Long-Term Athlete Development (LTD) plan.
 - ii. Embedding LTD principles in all aspects of the sport organization.
 - iii. Tracking athlete progress using development checklists.
 - iv. The Committee must adhere to CFFF bylaws, the Canadian Sport Governance Code, and the Canada Not-for-Profit Corporations Act (NFP Act). It will also collaborate with other CFFF committees, such as the National Championships Committee, Technical Officials Committee, and Athlete Safety Committee.

4. Authority

- a. As outlined in the **Committee Governance Framework**, the Committee:
- b. Develops and implements domestic development plans, subject to Board approval.
- c. May request attendance from CFFF officers, employees, or external advisors.
- d. May retain independent advisors with Board approval.

5. Meetings

- a. All meetings will follow the guidelines set forth in the **Committee Governance Framework**, including scheduling, quorum requirements, notice periods, and agenda preparation.

6. Decision-Making and Reporting

- a. Decisions are made by majority vote, with the chair holding a casting vote in case of a tie.

- b. The Committee reports regularly to the Board on relevant matters.

7. Committee Member Expectations

- a. Committee members must:
 - i. Act in good faith and in the best interests of the CFFF.
 - ii. Prepare diligently for meetings and actively contribute.
 - iii. Pursue continuing education to enhance their expertise.

8. Secretary

- a. As per the **Committee Governance Framework**, the Committee will appoint a Secretary to maintain meeting minutes and distribute them in a timely manner.

9. Publication

- a. These Terms of Reference will be made available on the CFFF website.