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# Six Steps to Developing Your Own Consumer Advisory Committee (CAC)

## **STEP 1: Design your Expression of Interest (EOI) advertisement**

Just as you would recruit for any other position in your organisation, make sure your advertisement is clear and appealing to attract the attention of consumers. Include what your consumer will be paid for their time and also a closing date to encourage people to respond immediately. [See attached example of a CAC EOI advertisement](#)

## **STEP 2: Distribute your EOI advertisement to your Consumers**

Think about the best ways to reach your consumers to make sure your advertisement is seen and responded to. Some of the ways to best reach your consumers may include:

- \* Emailing to your established database
- \* Posting it around your organisation in places where it will be seen by consumers
- \* Putting it on your website
- \* Posting it on your social media i.e. Facebook
- \* Informing your staff and asking them to directly contact their consumers
- \* Sending it to APSU and have them send it to their large database of consumers all throughout Victoria

## **STEP 3: Record EOI Consumer Details in a Database**

Set up a database in a spreadsheet or similar, and record the details of each person that applies, including their contact details. Respond to each person to let them know that their expression of interest has been received.

## **STEP 4: Schedule & Conduct Interviews**

Create a short list of the consumers that you will interview based on your selection criteria, set aside some time to conduct the interview and contact each person to schedule the interview. About 20 - 30 minutes should be sufficient to interview each person. [See attached list of sample CAC interview questions.](#)

## **STEP 5: Select your New Committee Members**

Contact each person you interviewed and let them know of the outcome of the interview. It is important to respond to each and every person.

## **STEP 6: Schedule the First Meeting**

Schedule and inform each new member of your CAC of the first meeting. Some of the first items on your agenda should include:

- a) Draft Terms of Reference to be agreed upon
- b) Develop a Code of Ethics of how the committee will operate
- c) Determine the yearly Meeting Schedule that will best suit all members