



**Group Digital Business  
Committee Charter**

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# Group Digital Business Committee Charter

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## **1. Scope**

- 1.1 The Group Digital Business Committee (the Committee) is appointed by the Board of Directors of MyState Limited and performs the functions outlined in this Charter, for each of the entities in the MyState Group (the Group).

## **2. Purpose**

- 2.1 The purpose of the Committee is to assist the Board of Directors in the effective discharge of its responsibilities regarding the oversight of the Group's investments, strategy and operations in relation to the Group's digital business with particular focus on digital marketing and customer experience.
- 2.2 In this role, the Committee has no executive responsibility. It is responsible for performing its duties in accordance with this Charter and making recommendations to the Board of Directors.

## **3. Key Objectives**

- 3.1 The Committee shall assist the Board by monitoring, reviewing and reporting on:
- a) The development and implementation of the Group's digital business strategies in support of the Group's overall strategy and digital, marketing and customer experience objectives;
  - b) The emergence of significant Technology, Digital, Marketing and organisational trends and developments in the marketplace that may affect the Group;
  - c) The efficiency and effectiveness of the Group's Cyber and People capabilities to support the growth of the digital business; and
  - d) Other specific objectives as determined by the Committee from time to time.

## **4. Duties and Responsibilities**

The Committee will receive information from management and external advisors, as appropriate, in relation to the following matters. These matters are not exhaustive and may change from time to time. The following details reflect the information and activities necessary to support the key objectives of the Committee.

#### **4.1 Digital Business Strategy**

To review and report to the Board on:

- a) The Group's digital business strategy and capability, including proposed investments, major works and projects to support growth, overall strategy and objectives;
- b) Key marketing initiatives to support the strategy; and
- c) Emerging trends within the marketplace, the potential impact or opportunity for the Group and the actions to be taken accordingly.

#### **4.2 Technology Operations**

To review and report to the Board on:

- a) The effectiveness of the technology related governance framework including policies, procedures, key accountabilities and procurement practices;
- b) The performance of technology systems, including service reliability, data accuracy, ongoing systems architecture development and maintenance plans; and
- c) The oversight of systems architecture in supporting data usage.

#### **4.3 Digital Business Capabilities**

To review and report to the Board on:

- a) The digital business roadmap including the marketing approach and capability;
- b) The existence and adequacy of competent staff and staff development plans for current and future Digital business needs;
- c) The oversight of post implementation reviews for all key digital projects, to measure the delivery of expected benefits and the return on investment; and
- d) The use of data for marketing purposes.

#### **4.4 Other Responsibilities**

To review and report to the Board on:

- a) Reports from the Chair of the Group Risk Committee, Group People and Remuneration Committee or Group Audit Committee on matters that should come to the attention of the Committee.

It is intended that on an annual basis the GDBC meets on the same day as GRC and the GPRC.

## **5. External Expertise**

The Committee may engage external advisory expertise to assist the Committee in carrying out its responsibilities by:

- a) Inviting an external expert to attend and provide input at a Committee meeting as an attendee; or
- b) Appointing an external expert to act in an advisory capacity for a specific purpose or duration as determined by the Committee from time to time; or
- c) Recommending to the Board that an external expert be appointed as a member of the Committee.

## **6. Board Committee Standing Procedures**

This Board Committee Charter is to be read in conjunction with the separately documented Board Committee Standing Procedures.