

AMBASSADOR PROGRAM FRAMEWORK

RIMPA GLOBAL

RECORDS AND INFORMATION MANAGEMENT
PRACTITIONERS ALLIANCE

Advancing and Connecting the Records and Information
Management Profession.

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1 Document Control

VERSION	DATE	AUTHORS	APPROVAL	COMMENTS
0.01	November 2024	Anne Cornish		
0.02	November 2024	Petá Sweeney		Inclusion of feedback from ambassadors
1.0	June 2025	Petá Sweeney	RIMPA Global Board	

2 Related Documents

NUMBER	DOCUMENT NAME	INTERNAL OR EXTERNAL
1.0	Ambassador Position Description	External
2.0	Ambassador Program Overview	External

3 Amendment, Modification or Variation

This Framework is effective from June 2025 and is reviewed every two years. This document may be amended, varied or modified by the RIMPA Global CEO.

4 Purpose

The RIMPA Global Ambassador Program is designed to enhance RIMPA Global's international and local presence, leveraging the expertise and passion of its members to promote the records and information management (IM) industry, engage stakeholders and support RIMPA Global's strategic initiatives. This enhanced framework integrates feedback to establish clearer role expectations, improve communication and align with RIMPA Global's strategic goals.

5 Program Structure and Role Definitions

5.1 Naming the Roles

To ensure clarity while maintaining the recognition and value associated with the ambassador title, the program will utilise the following role names:

Ambassador - represent RIMPA Global across local, regional, national and international levels. They foster member engagement, promote RIMPA Global's vision and drive initiatives that strengthen both community connections and global collaboration. Ambassadors facilitate partnerships, champion strategic initiatives and ensure local efforts align with broader international strategies, creating a cohesive network of representation and impact.

Project Ambassador - focus on managing or contributing to specific strategic projects based on skill set and interest.

Ambassador Lite - a flexible role designed for members with limited time commitments who can contribute to specific short-term projects at either local or global level.

5.2 Defining the Roles and Responsibilities

The RIMPA Global Ambassador Program is designed to offer flexibility and allow ambassadors to contribute in ways that best align with their strengths, interests and availability. While the list of responsibilities below outlines the potential areas of contribution, it is not expected that every responsibility be fulfilled by each ambassador annually. Instead, ambassadors are encouraged to select a maximum of two key areas that they are passionate about and can realistically support. This approach ensures that each ambassador can make meaningful contributions without overcommitting, while still advancing RIMPA Global's strategic goals.

5.2.1 Ambassador

- Representation - serve as the primary RIMPA Global representative within their specific locality, which is a country, territory, state, municipality or local area
- Advocacy - promotes RIMPA Global's vision and values through forums, international settings and industry events. Support advocacy initiatives and strategic partnerships
- Member engagement - engage members by attending and facilitating events, authoring articles and encouraging participation
- Stakeholder management - build relationships with government bodies, regulatory agencies, educational institutions, private sector targets and IM adjacent disciplines, for example document controllers

- Sponsorship - identify and secure sponsors to support RIMPA Global events and activities
- Partnerships - identify potential partnerships and alliances
- Content creation - develop content for newsletters, presentations, and media pieces to raise RIMPA Global's profile
- Cross-locality collaboration - supports collaboration among ambassadors, fostering a network of mutual assistance, especially in areas with only one ambassador.

5.2.2 Project Ambassador

- Projects - lead or support specific initiatives, ensuring alignment with RIMPA Global's strategic goals
- Deliver outcomes – achieve project-specific objectives with clear timelines and outcomes
- Cross-functional involvement - collaborate with local and global ambassadors to execute key projects.

5.2.3 Ambassador Lite

- Project-based engagement - participate in short-term projects that align with individual expertise and interest
- Flexible involvement - contribute as needed without regular commitment
- Focused support - engage in specific areas such as event coordination, marketing campaigns or advocacy efforts based on availability.

6 Strategic Alignment and Integration

The alignment between RIMPA Global's strategic direction and the work of the ambassadors is the cornerstone of success. Ambassador activities are linked to RIMPA Global's strategic pillars to ensure the contributions support our objectives defined in the strategic plan.

This collaboration begins at the ambassador meeting following the yearly appointment of new ambassadors (usually November). At this meeting board portfolio leads introduce their strategic pillars, objectives for the coming year, committees and working groups under their portfolio. Ambassadors develop action plans that directly support portfolio goals and objectives, ensuring ambassador efforts contribute meaningfully to RIMPA Global's overarching vision. Before final submission to the CEO, ambassadors are encouraged to continue conversations with portfolio leads to finalise their action plans.

Once approved by the CEO, ambassadors meet biannually with the portfolio lead(s) relevant to their work program to review progress, refine tasks and ensure their work remains closely aligned with the board's strategic focus. This structured relationship fostered synergy, accountability and shared success.

7 Program Governance and Accountability

7.1 Role Expectations and Accountability

7.1.1 Structured Role Descriptions

Responsibilities, expected time commitments and KPIs for each ambassador role type are clearly defined.

7.1.2 Annual Planning and Goal Setting

Each ambassador develops their annual action plan, outlining specific goals, KPIs, and alignment with RIMPA Global's strategic pillars. Plans are completed within one month of commencement and sent to the CEO for approval. Refer to Appendix A for example.

The CEO consolidates the action plans into the annual ambassador program of work which is provided to the board ensuring:

- Ambassador work is aligned with the board's strategic priorities, reducing duplication and fostering a unified approach to achieving goals
- Board members have a comprehensive view of all ambassador activities, enabling better oversight and informed decision-making about resources, priorities and areas for support
- Board members understand the full scope of actions across portfolios and identify opportunities for cross-portfolio collaboration, greater cohesion and efficiencies
- Board members can monitor progress holistically, assess the impact of ambassador activities and make strategic adjustments to maintain momentum
- Ambassador contributions are recognised at the highest level.

7.1.3 Reporting and Review

Monthly ambassador meetings – each ambassador reports on activities since the last meeting.

Biannual portfolio meetings - each portfolio lead meets with ambassadors having actions under their strategic pillar in January and July to review progress, resolve challenges and discuss next steps.

Biannual reports - each ambassador submits a report to the CEO in February and July summarising their contributions, challenges and KPI outcomes. While newly appointed ambassadors may not have many achievements to report, early reporting demonstrates progress, no matter how small, is underway and fosters confidence in commitment and accountability. Refer to Appendix B for report template.

Annual review - the CEO reviews the reports and the overall program in August each year to assess achievements and realign roles if necessary.

8 Communication and Coordination

8.1 Monthly Ambassador Meetings

Monthly meetings focus on local and global topics and include succinct updates, project discussions and opportunities for all ambassadors to contribute.

The quarter in which RIMPA Live falls will be an in-person meeting.

8.2 Bi-annual Portfolio Meetings

Ambassadors attend biannual meetings with board portfolio leads to which their nominated projects and KPI relate. Board portfolio leads are responsible for arranging and chairing these meetings in January and July each year.

Refer to Appendix C for a yearly overview of communication commitments.

8.3 Communication Channels

Teams is used as a centralised communication hub for ambassadors to share updates, documents and ideas in real time. This channel is also used to distribute program documents including templates, meeting agendas and minutes.

9 Role Integration and Cross-Collaboration

9.1 Linked Projects and Working Groups

Ambassadors link their annual action plans to board specific committees and working groups based on their expertise and interests.

9.2 Skill Matrix and Role Allocation

Ambassadors complete a skills matrix within 1 month of commencement to align individual strengths with strategic projects.

The matrix may also be used to identify gaps and plan new recruitment if necessary.

10 Appointment Process

To ensure the right persons are selected for ambassador roles, a structured nomination and appointment process is followed. Refer to Appendix D or the ambassador program lifecycle.

10.1 Nomination

The Chair of the Board provides direction on skill requirements, projects and strategic plan focus areas for the upcoming ambassador program.

Interested members nominate for vacant roles by the end of October each year. The nomination requires candidates to outline their skills, strengths and preferred focus areas, as well as how they meet the criteria for their chosen ambassador role.

10.2 Assessment

Nominations are reviewed by the CEO and the Information and Content Specialist. Each candidate will be assessed based on:

- Alignment with RIMPA Global’s strategic pillars
- Demonstrated commitment to RIMPA Global’s vision and values
- Availability and capacity to fulfill the chosen role
- Relevant experience and skills for the selected responsibilities.

10.3 Rolling Election System

To ensure continuity and knowledge transfer, ambassador appointments follow a rolling election system where half of the ambassador positions are up for re-election each year. This ensures that RIMPA Global always maintains consistency and experience within the program.

10.4 Resignation and Role Transition

Ambassadors may resign or take leave from their position at any time or request a transition into another role, such as moving from ambassador to an ambassador lite, depending on their availability and interest.

10.5 Appointment

Ambassadors are appointed for a term of two years, with the possibility of renewal based on performance and continued interest. Ambassadors working globally may be recruited via an invitational process, based on international activities, projects and board direction. Appointments are made on an individual basis with length of tenure agreed by the CEO.

Project ambassadors are appointed for the duration of a specific project, with the possibility of renewal based on related project activities.

Lite ambassadors are appointed for a term up to 6 months, with the possibility of renewal for a further 6 months. Lite ambassadors wishing to continue beyond 12 months may be considered for vacant positions in the ambassador program.

10.5.1 Program Capacity

The program will host no more than 20 ambassadors annually to ensure manageable oversight and engagement. If a position becomes available mid-term, previous nominations will be considered or a new nomination and appointment process may be initiated at the discretion of the CEO.

The number of global, project and lite ambassadors is dependent on program needs and is reviewed yearly.

10.5.2 Appointment Timeline

Ambassadors are formally appointed by December each year to commence their roles in the following calendar year. This ensures a smooth transition and allows for strategic planning in alignment with RIMPA Global's annual objectives.

10.5.3 Ambassador Agreement

Upon selection, each ambassador will sign an Ambassador Agreement that outlines:

- Role expectations
- Agreed focus areas for the term
- Reporting and accountability measures
- Reimbursement policy for approved expenses.

11 Incentives, Reimbursement and Recognition

- Free attendance at local RIMPA Global event
- Where practical, in support of RIMPA Global strategies and where identified in the ambassador action plan, paid attendance at approved non-RIMPA Global events for promotional activities
- Opportunities for professional development in RIMPA Global led training, workshops and certifications. Where professional development attracts a cost for members, the cost for ambassadors should not exceed 25% of the member rate. Training opportunities are listed under *Education* on the RIMPA Global website
- Recognition in RIMPA Global publications highlighting ambassador contributions in newsletters, annual reports and at RIMPA Live events.

As part of the annual program review in August, the CEO in conjunction with the Information and Content Specialist, assesses each ambassador's bi-annual reports and their contributions to the program and other volunteer work to determine if additional recognition, such as RIMPA Live attendance or face to face interstate meeting participation, should be awarded.

Refer to Appendix E for details.

12 Support and Guidance

To enable individuals to meet the goals of the ambassador program and the tasks approved in the annual action plans, RIMPA Global provides support and guidance through multiple channels.

12.1 Central Office Support

The CEO and Information and Content Specialist provide direction, guidance and program resources such as templates, to support each ambassador. These roles are the primary contact points for queries, guidance on role execution and approvals for events and projects

Central Office staff will assist with logistics and marketing materials.

The board serves as mentors to ambassadors and provides high-level strategic advice. Ambassadors connect with board members to seek feedback, share updates and align their activities with RIMPA Global's overall strategy

12.3 Our Wise Leaders (OWLs)

Ambassadors can connect with OWL members to gain insights on complex projects, access industry knowledge and enhance their advocacy skills.

There are no formal meeting requirements with OWLs, and connection between ambassadors and OWLs is made individually.

12.4 Peer Support and Networking

Ambassadors have access to a peer network of fellow ambassadors for support, collaboration and shared learning.

Ambassadors are encouraged to meet regularly outside the formal program meetings to facilitate knowledge sharing and encourage joint initiatives.

13 Appendix A – Example Ambassador Action Plan

Ambassador Name: [Insert Name]		Role (Local/Global/Project/Ambassador Lite): [Insert Role]		Region: [Insert State/Territory/Region]		Reporting Period: [Insert Period]			
Strategic Pillar	Selected Goals and Objectives	Activity	Expected Deliverable	Timeline	KPIs/Targets	Time Commitment	Resources/Support Needed	Potential Challenges	Mitigation Strategies
Governance and Risk	e.g., Contribute to best practice development by participating in a local standards working group.	e.g., Attend monthly standards meetings.	Active participation and input on 3 key topics.	Monthly	3 topics covered annually.	1 hour/month	Access to RIMPA standards resources.	Limited availability due to work commitments.	Prioritize high impact meetings and provide notes when absent.
Advocacy and Collaboration	e.g., Represent RIMPA at 2-3 local government consultations on IM policy.	e.g., Prepare and present on RIMPA's position at local forums.	Presentations delivered, 5-6 new contacts established.	Q2 and Q3	2-3 consultations participated in, 5 new contacts.	5 hours/prep per event	Talking points and RIMPA's position statements.	Lack of relevant data to support RIMPA's position.	Collaborate with Central Office to access the latest research.
Innovation and Sustainability	e.g., Promote sustainable IM practices at local events.	e.g., Create one piece of thought leadership content.	One article published in RIMPA newsletter.	Q1	1 published article.	3 hours	Access to RIMPA's sustainability materials.	Insufficient time to produce content.	Repurpose existing content for the article.
Social Programs	e.g., Support RIMPA's IM programs in developing countries.	e.g., Participate in the planning and coordination of a global IM initiative.	Successful completion of a global initiative in one region.	Q3 and Q4	1 project successfully delivered.	10 hours	Collaboration with a Global Ambassador.	Time zone differences in planning calls.	Use asynchronous tools (e.g., email) for planning.

14 Appendix B – Ambassador Action Plan Report

AMBASSADOR ACTION PLAN REPORT

REPORT TITLE

STRATEGIC PILLAR

PORTFOLIO LEAD

AUTHORED BY

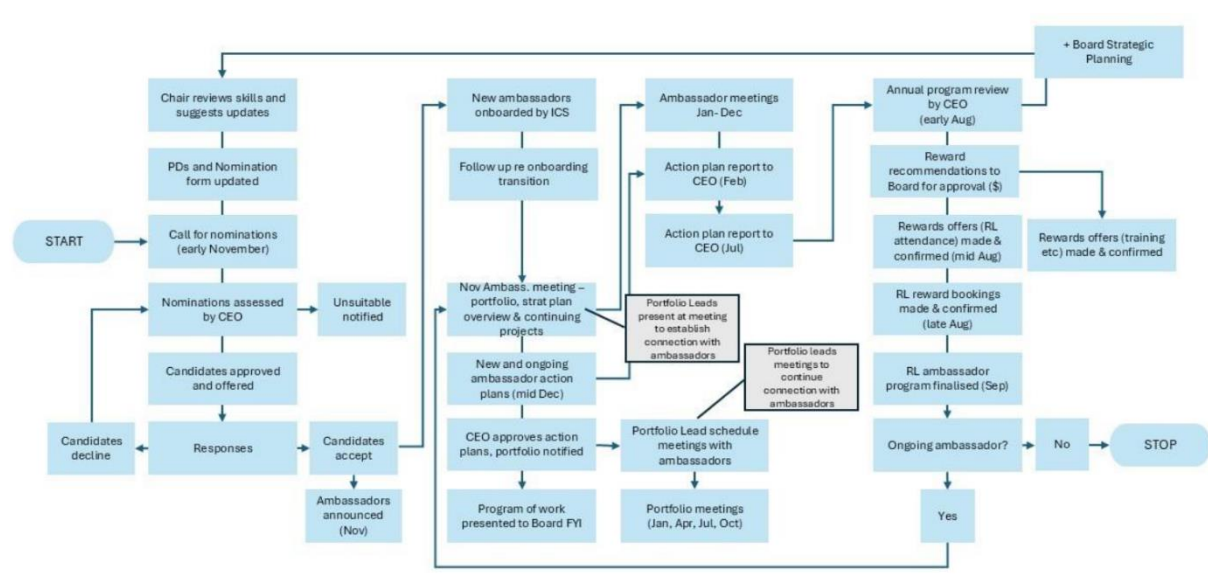
DATE OF REPORT

OBJECTIVE	ACTIVITY COMPLETED	DELIVERABLE/ OUTCOME	KPI ACHIEVEMENT	TIME SPENT

15 Appendix C – Yearly Overview of Communication Commitments



16 Appendix D – Ambassador Program Lifecycle



17 Appendix E – Ambassador Incentive and Recognition Assessment

17.1 Structured Incentive Plan Assessment

- Ambassadors meet 80% or more of their Annual Action Plan KPIs and demonstrate active engagement in their designated locality
- Ambassadors contribute to a key RIMPA Global strategic project or advocacy initiative, as evidenced by their 6 monthly Action Plan Reports
- Ambassadors contribute to RIMPA Global's professional development offerings (e.g., hosting webinars, MC of local events, presentations or creating content)
- Ambassadors produce notable contributions to RIMPA Global's visibility, thought leadership or strategic impact.

17.2 Unstructured Incentive Plan Assessment

- Ambassadors who make contributions beyond their standard responsibilities, such as leading multiple strategic projects, securing major sponsorships or significantly enhancing the RIMPA Global brand
- Ambassadors who demonstrate commitment to cross-regional collaboration and successfully engage in initiatives that have an impact beyond their locality
- Ambassadors who consistently go above and beyond in supporting RIMPA Global's mission through volunteer work, mentoring, and peer support.

17.3 Tracking and Transparency

An internal dashboard will be maintained by the CEO to track the contributions and incentive status of each ambassador.