Merchandise Implementation Standard

1. Purpose
This Implementation Standard identifies the minimum (and auditable) requirements that evidence the implementation of the Merchandise Policy and identifies individual position accountabilities and responsibilities in relation to these requirements.

2. Scope
Compliance with this standard is mandatory for all Queensland Health employees, volunteers, contractors engaged in the development or management of the policy and/or other documents named in the policy terms glossary.

3. Supporting documents
Authorising policy
- Merchandise Policy

Templates and Forms
- Merchandise brief
- Merchandise order form (for standard line products)

4. Related documents
- Queensland Government Corporate Identity Manual
- Queensland Health Style Guide
- Queensland Health Events Management Policy
- Queensland Health Procurement Policy and Procedures
- Queensland Health Sponsorship Policy
- Queensland Health Social Marketing, Education and Advertising Campaign Policy
- Queensland Government Code of Conduct
- Cancer Council Queensland Personal Protection Guidelines — Clothing, hats, sunglasses and sunscreen
- Queensland Health Safety Notice 8—SN 03-09 —Lanyards [Safe Use Of]
- Queensland Health Latex Guidelines for Healthcare Facilities — Circular OHS 15/07
5. Requirements

5.1 Criteria for the use of merchandise

5.1.1 Merchandise shall only be developed to:
- directly support Queensland Health’s Strategic Plan objectives or a key health initiative; and/or
- support an approved Queensland Health communication, marketing, social marketing, education or awareness campaign or activity.

5.1.2 Merchandise shall only be developed for distribution to Queensland Health staff where it is:
- part of an appropriately approved employee health and wellbeing program;
- part of an appropriately approved rewards and recognition program.

5.1.3 Merchandise shall only be developed if:
- it is a cost effective communication tool
- expenditure on merchandise is proportionate to the overall communication or marketing budget and
- cost-recovery for merchandise complies with Queensland Health’s Procurement Policy and Procedures.

5.2 Corporate merchandise

5.2.1 Business units may use Queensland Health corporate merchandise to support communication or marketing activities.

5.2.2 Business units requiring corporate merchandise shall complete the corporate merchandise request form (on the Integrated Communications Branch intranet site) and submit it to Integrated Communications Branch, who will manage the ordering and distribution of corporate merchandise.

5.2.3 Business units are responsible for having the request approved by an appropriate financial delegate and District Public Affairs Officer (where applicable).

5.2.4 Business units shall meet the costs of distribution and any additional storage costs (e.g. excess stock) of all corporate merchandise ordered (on a cost-recovery basis).

5.2.5 Business units shall order corporate merchandise a minimum of eight weeks in advance to ensure availability.

5.3 New merchandise

5.3.1 Business Units shall prepare a merchandise brief to seek the approval of the Senior Director, Integrated Communications Branch for the development and use of new merchandise. This brief shall be signed by the appropriate financial delegate and District Public Affairs Officer (where appropriate).

5.3.2 New merchandise shall only be approved if it is part of a communication or marketing strategy that has been approved by the Executive Director of their branch or the Director, Strategic Marketing, Integrated Communications Branch; and directly supports Queensland Health’s Strategic Plan objectives.
5.3.3 New merchandise will not be developed for one-off events or activities unless approved by the Senior Director, Integrated Communications Branch.

5.3.4 Once approved by the Director, Strategic Marketing, Integrated Communications Branch, Business units shall contact Integrated Communications via email strategicmarketing@health.qld.gov.au a minimum of 12 weeks prior to an activity or event for ordering purposes.

5.3.4 Business units shall not reprint or restock merchandise without approval from the Director, Strategic Marketing, Integrated Communications Branch.

5.4 **Storage of merchandise**

5.4.1 All merchandise shall be stored safely and securely.

5.5 **Branding**

5.5.1 Merchandise shall be branded in-line with Queensland Health and Queensland Government Corporate Identity Guidelines.

5.6 **Workplace health and safety requirements (including sun safety)**

5.6.1 All merchandise shall comply with Queensland Health and Queensland Government Occupational Health and Safety Guidelines.

5.6.2 Latex balloons shall comply with Queensland Health Latex Guidelines for Healthcare Facilities — Circular OHS 15/07.

5.6.3 Merchandise shall comply with Cancer Council Queensland Personal Protection Guidelines — Clothing, hats, sunglasses and sunscreen:

- Hats shall shade face, head, ears and neck. No caps or visors shall be purchased or developed. Broad brimmed hats shall have a brim of at least 7.5 cm. Bucket style hats shall have a deep crown an angled brim of at least 6 cm and sit low on the head. Legionnaire style hats shall have a flap that covers the neck and overlaps at the sides of the front peak.

- Shirts shall have a collar and long sleeves. Material shall be light weight and made of a closely woven material with a UPF of 50+. Dark colours are recommended.

- Sunscreen shall be broad spectrum, water resistant and SPF 30+.

- Sunglasses shall be close fitting, wrap around style and meet Australian Standard AS/NZS 1067:2003. Sunglasses with an eye protection factor (EPF rating) shall have an EPF 9 or higher. Sunglasses shall be suitable for driving.

5.6.4 Lanyards shall comply with Safety Notice 8 - SN 03-09 - Lanyards [safe use of].

5.7 **Evaluation**

5.7.1 The effectiveness of merchandise shall be evaluated in line with the associated communication or marketing strategy.
6. **Review**

This implementation standard will be reviewed as required. However a review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

7. **Definitions of Terms**

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<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
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| Merchandise   | Any product that has one or more of the following shall be classified as ‘merchandise’:  
- distributed free of charge to internal and/or external audiences  
- branded with any Queensland Government logo/s  
- contains a printed message and/or call to action  
- produced in a limited supply to support a communication initiative  
- created for marketing and/or promoting Queensland Health and its services.  
   Merchandise does not include:  
   - Queensland Health uniforms, staff recognition badges or printed materials, such as posters, brochures, certificates or fact sheets  
   - Queensland Health lanyards, business cards or retractable identity card holders which are corporate merchandise items. |        |
| Event         | Any gathering, meeting, seminar, conference, festival, exhibition or sporting event held to mark a special occasion that is deemed to have a marketing or promotional intent.                                                                                                                   |        |
| Social marketing | The systematic application of marketing, along with other concepts and techniques, to achieve specific behavioural goals for a social good.                                                                                                                   |        |
| Campaign      | In the context of marketing, a campaign is a communications approach that employs a creative strategy through a combination of media aimed at addressing a marketing opportunity or problem.                                                                                      |        |
| Cost-effective | Returning a benefit that justifies the initial investment, and is considered proportionate to the overall budget.                                                                                                                                                                                    |        |

8. **Responsibilities**

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<tr>
<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
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<tbody>
<tr>
<td>Director-General</td>
<td>- Approving the Merchandise Policy and Standard</td>
<td>Policy is approved.</td>
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<tr>
<td>Senior Director, Integrated Communications Branch</td>
<td>- Approving the development of new merchandise for one-off events and activities</td>
<td>Merchandise is appropriately approved</td>
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<tr>
<td>Director, Strategic Marketing, Integrated Communications Branch</td>
<td>- Approving re-printing or re-stocking of merchandise items</td>
<td>Merchandise is appropriately approved</td>
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| Directors of Business Units using promotional merchandise | - Seeking approval for use of merchandise  
- Ordering corporate stock merchandise from Integrated Communications Branch  
- Ensuring merchandise developed and/or purchased is cost effective, safe and consistent with corporate identity requirements. | Merchandise is appropriately approved                |
| Evaluating the use of merchandise. | Merchandise is evaluated. |

Michael Reid Director-General Queensland Health

Approval Date: 09/11/2010
Implementation Date: 09/11/2010