Merchandise Policy

Policy Statement
Merchandise is used to directly support Queensland Health’s strategic plan objectives, key health initiatives and communication, marketing, education or awareness campaigns or activities.

Intent of this policy
To promote consistency, transparency and accountability throughout the development, procurement and application of merchandise which supports Queensland Health initiatives.

Scope
This Departmental policy is not mandatory for Health Service Districts from 29 June 2012.

Principles
- Strategic alignment—the use of merchandise is aligned to the identified strategic priorities of Queensland Health.
- Accountable—the use of merchandise is appropriately authorised, managed and evaluated.
- Appropriate—merchandise has a clearly defined purpose, suitable for its target audience and is relevant to the initiative.
- Safe—merchandise used by Queensland Health complies with relevant workplace health and safety policies and guidelines.
- Cost-effective—the use of merchandise is a cost effective tool for message delivery and expenditure on merchandise is proportionate to the overall campaign or activity budget.
- Compliant—the development of merchandise is in line with Queensland Government policies and guidelines in relation to branding and advertising.

Legislative or other Authority
n/a

Related policy or documents
- Public Service Act 2008
- Public Sector Ethics Act 1994
Queensland Health: Merchandise policy

- Financial Administration and Audit Act 1977
- Financial Management Standards 1997
- Queensland Health Style Guide
- Queensland Government Corporate Identity Manual
- Queensland Health Events Management Policy
- Queensland Health Procurement Policy and Procedures
- Queensland Health Sponsorship Policy
- Queensland Health Social Marketing, Education and Awareness Campaign Policy
- Queensland Government Code of Conduct
- Cancer Council’s SunSmart guidelines
- Safety Notice SN 03-09 - Lanyards [safe use of]
- Queensland Health Better Practice Guideline 2-33-1#21 Latex Guidelines for Healthcare Facilities

Supporting Documents
Merchandise Implementation Standard

Review
This policy will be reviewed every two years, 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.

Date of Last Review: New policy

Supersedes: New policy

Policy Custodian
Senior Director, Integrated Communications Branch, Office of the Director-General

Responsible Executive Management Team member
Director-General, Queensland Health

Printed copies are uncontrolled
Approval and Implementation

Approving Officer: Michael Reid, Director-General, Queensland Health

Approval Date: 09/11/2010

Implementation Date: 09/11/2010

Glossary of Terms used in this policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
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<tr>
<td>Merchandise</td>
<td>Any product that has one or more of the following shall be classified as ‘merchandise’:</td>
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<td></td>
<td>• distributed free of charge to internal and/or external audiences</td>
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<td></td>
<td>• branded with any Queensland Government logo/s</td>
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<td>• contains a printed message and/or call to action</td>
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<td>• produced in a limited supply to support a communication initiative</td>
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<td>• created for marketing and/or promoting Queensland Health and its services.</td>
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<td></td>
<td>Merchandise does not include:</td>
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<td>• Queensland Health uniforms, staff recognition badges or printed materials, such as posters, brochures, certificates or fact sheets</td>
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<td></td>
<td>• Queensland Health lanyards, business cards or retractable identity card holders which are corporate merchandise items.</td>
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<td>Event</td>
<td>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.</td>
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<td>Social marketing</td>
<td>The systematic application of marketing, along with other concepts and techniques, to achieve specific behavioural goals for a social good.</td>
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<td>Campaign</td>
<td>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.</td>
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<td>Cost-effective</td>
<td>Returning a benefit that justifies the initial investment, and is considered proportionate to the overall budget.</td>
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