
Policy Title:	RM Williams Australian Bush Learning Centre – Merchandise
Policy No:	204
Policy Subject:	Quality, Themes and Sales – RM Williams Australian Bush Learning Centre
Directorate:	Community & Cultural Services
Department:	RM Williams Australian Bush Learning Centre
Responsible Officer:	Director of Community & Cultural Services
Authorised by:	North Burnett Regional Council
Adopted Date:	Policy & Strategy Meeting – 02/08/2011
Review Date:	02/08/2013
Authorities:	

INTRODUCTION:

The RM Williams Australian Bush Learning Centre stands as a testament to the character and courage of the people of the bush.

It embodies the shared vision of the North Burnett Regional Council, the Centre's Board and the RM Williams family to create a place to educate others in traditional and contemporary bush ways.

The RM Williams Centre is a lasting tribute to genuine pioneer spirit and RM William's influence on Eidsvold and the North Burnett as well as a place that:

- Paints a living picture of life in the bush
- Teaches time –honoured bush skills
- Shares our traditional bush and indigenous culture
- Preserves the stories and experiences that have woven that culture
- Commemorates local history and heritage
- Showcases the art, craft and skills of local people
- Encourages connection with this ancient land

OBJECTIVES:

The objectives of the Merchandise Policy are:

- To provide guidance for revenue streams for the RM Williams Centre that support the activities of the Centre and enable growth and development of the Centre according to the approved Master Plan and Business Plan;
- To ensure that high quality merchandise is offered for sale from the Centre that showcases the best of past and present bush skills, crafts, arts and lifestyle ;
- To work alongside our local indigenous community to continue to develop a range of quality merchandise, a selection of which may be available for purchase from the RM Williams Centre;
- To provide opportunities for selected local artists and artisans to showcase their works for sale from the Centre;
- To support for the wider Queensland and Australian arts community to offer their works for sale during travelling exhibitions that may come to the Centre from time to time.

POLICY STATEMENTS

Selection of Merchandise

All merchandise will be of a high quality and will be Australian designed and manufactured.

Exceptions to this policy may be the instance where international works are displayed from time to time in an exhibition, and may be available for purchase.

Merchandise will reflect the themes of the RM Williams Centre and philosophy of Australian character, quality and innovation.

The local Eidsvold and North Burnett Region may also be reflected in the quality merchandise available from the Centre, recognising that the Centre also promotes the regional tourism.

A selection of quality merchandise will be available that caters for different tastes and affordability for customers.

Throughout the year, the Centre Coordinator (Curator) will identify a range of quality items for sale at the Centre and present the items to the Board for consideration, including a changing range of items that reflect consumer interests alongside the RM Williams Centre themes.

Commissioning

From time to time the Curator may commission works to be sold from the Centre, where appropriate and where 'gaps' in available product lines are identified.

The use of the name, brand and image of RM Williams by the RM Williams Australian Bush Learning Centre and the North Burnett Regional Council will be in accordance with the Policy entitled 'Policy for the Use of the name, brand and image of RM Williams', which is a policy that has been agreed to between the following parties in a formal document:

- The North Burnett Regional Council
- RM Williams Australian Bush Learning Centre Ltd CAN 136 613 011
- The descendants of RM Williams

In particular this Policy will ensure that no products will be sold at, or in connection with the Centre which might be disrespectful to the name, reputation, memory or public perception of RM Williams.

RM Williams Bush Outfitter Company Merchandising Lines

The Centre may carry a limited range of RM Williams Company accessories stock through an approved RM Williams Bush Outfitter merchandise distributor.

The use of the name 'RM Williams' and the reproduction of materials and items that carry the name will be in strict adherence to any legal agreements between parties, as addressed in the Heads of Agreement between the RM Williams Australian Bush Learning Centre Board and the R M Williams Family and the North Burnett Regional Council, and as may be required by the actual RM Williams Bush Outfitter Company.

No merchandise produced and/or sold by the RMWABLC shall in any way replicate RM Williams Bush Outfitter Company stock, if that stock was first introduced by the RM Williams Bush Outfitters Company. The RM Williams Bush Outfitter Company logo will not be used in association with the RMWABLC without the written permission of the RM Williams Bush Outfitter Company, at any time. No stock from the RM Williams Bush Outfitter Company will be sold, displayed or otherwise promoted at or from the RMWABLC without the written permission of the RM Williams Bush Outfitter Company.

Local Indigenous Community Merchandise

The Curator shall work with the local Indigenous Community of Eidsvold and surrounding districts to identify and develop a range of products that will reflect the themes and attributes of Australian's past and present.

Local Indigenous Community Merchandise (continued)

No Indigenous original merchandise items, either made by Indigenous people or reflecting Indigenous material, themes, stories or symbols, will be offered for sale at the RM Williams Centre without consideration and comment by the local Indigenous community through their representative on the RM Williams Australian Bush Learning Centre Board.

The Curator of the RM Williams Centre will select and present a range of items for sale that the Indigenous community have endorsed, to the RM Williams Board of Management prior to such items being approved for sale from the Centre.

This is the same process that all artists wishing to display and sell items from the Centre must adhere to, and reflects the Board's commitment to uphold the quality of merchandise being offered from the Centre.

OTHER RELATED POLICIES AND PROCEDURES

Documents related to this policy	
Related policies	General Policy 205 – RM Williams Australian Bush Learning Centre – Curatorial
Forms or other organizational documents	Heads of Agreement between North Burnett Regional Council and RM Williams Australian Bush Learning Centre Ltd (RMWABLC Ltd)

REVIEW PROCESS

Policy review frequency: Every two years	Responsibility for review: RM Williams Australian Bush Learning Centre Coordinator in consultation with the RMWABLC Ltd
Review Process: The Coordinator will review the policies on regular basis. All staff and volunteers will also be given opportunities for feedback during these reviews.	
Documentation and communication: Decisions that require significant amendments (modified policy or new) will be reported in a specific Policy Review Report. This report will be forwarded to the RM Williams Australian Bush Learning Centre Management Committee for consideration and ratification. The policy will then require the approval of the NBRC, at a Council meeting.	