

OPERATIONAL PROCEDURE



CULTURAL CENTRE SHOP PROCEDURE

Version-control information:

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Responsible service: Cultural Services

Contact position: Manager Cultural Services

Procedure objective

The Blue Mountains Cultural Centre Shop will provide a high-quality retail facility that enhances the exhibitions, programs and activities of the Blue Mountains Cultural Centre, supports and promotes artists of the region, and offers a boutique retail experience to Cultural Centre visitors, both tourists and residents alike.

While supporting other Cultural Centre policies, the shop will:

- a) Showcase and promote visual artists from the Blue Mountains region and those exhibiting in the Blue Mountains City Gallery.
- b) Provide a wide range of quality Australian-made products.
- c) Extend the exhibitions and gallery experience for visitors by way of merchandise and further information.
- d) Maintain integrity of products sold through strict selection criteria of stock and exclusivity agreements with stockists including outlets in the Katoomba/Leura CBD.

Scope

This procedure sets out the Blue Mountains Cultural Centre shop's processes for stock control and content, sales procedures and operations to ensure an ethical and effective standard of service is provided to visitors.

This procedure applies to all employees that work in the shop.

Roles and responsibilities

Positions	Responsibilities
Marketing and Promotions Coordinator	Stock sourcing, ordering, pricing, discounting, refunds, exchanges, as well as purchase order approval. Contract negotiations with artists regarding stock inventory, price, commissions etc.
Arts Program Leader	General oversight function to the Marketing and Promotions Coordinator, including stock purchases, discounts, special offers and events, refunds, exchanges and extended shop hours.

Definitions

Term	Definition
exclusivity agreement	An agreement with an artist or other product supplier that guarantees that certain products sold through the Blue Mountains Cultural Centre shop will not be sold in any other outlets in Katoomba or Leura.
Insight	A magazine and membership program for the Blue Mountains Cultural Centre and the Blue Mountains Theatre.
special exhibitions	An exhibition that is curated with specific loans from major institutions with associated merchandise.

Table of contents

1. Introduction	2
2. Stock selection criteria	2
3. Pricing	3
4. Incentives	4
5. Refunds, exchanges and breakages	4

1. Introduction

The Blue Mountains Cultural Centre Shop is an important revenue raiser to offset costs associated with the operation of the Cultural Centre.

This policy supports the activities of the shop in regard to stock content, sales procedures and operations. This procedure works to ensure that the shop can operate with consideration of commercial imperatives, while also maintaining a high standard of service and a reputation for quality and professionalism.

2. Stock selection criteria

The shop's stock range must be art/design related, of high quality, functional, unique to the region if possible (preferably from regional artists), or relate to current and past exhibitions.

Stock obtained from outside the region must be high-quality design items not readily available in the Blue Mountains. All stock should be Australian in origin if possible.

In addition, stock must be competitively priced and appeal to a broad visitor base. The Marketing and Promotions Coordinator is responsible for stock sourcing and ordering.

Stock purchase requires approval by the Marketing and Promotions Coordinator and the Cultural Centre's Arts Program Leader.

New proposals for shop stock are to be assessed in accordance with the following considerations:

- a) Origin – Blue Mountains products are preferable; Australian-made is desirable.
- b) Uniqueness – not found readily in other stores in the region (specifically the Katoomba/Leura CBD).
- c) Quality and presentation – professional finish, clean lines and made with care and quality materials.
- d) Availability – quick re-supply if necessary.
- e) Background and history – information available on the product and artist.
- f) Price – priced competitively and affordably.
- g) Display – items must have the ability to be effectively displayed.
- h) Functional – items should be functional rather than sculptural in nature, yet still retain an artistic quality.
- i) Prints – prints on paper may be accepted, with a focus on limited edition prints from artists of the region or indigenous artists. Artworks on canvas or board are not accepted.

Stockists wishing to be considered to have their stock in the shop will be required to complete the Shop Supplier Application Form, available from the Cultural Centre's website or directly from the Cultural Centre's reception desk.

Special and traveling exhibitions may have merchandise and/or catalogues. The shop will stock such items as appropriate to complement these exhibitions. A sale or return arrangement is to be arranged for specific exhibition merchandise if available. The Marketing and Promotions Coordinator can seek out appropriate products from other suppliers if the venue travelling the exhibition has nothing to accompany the show or if they deem there is a need for more variety.

Sales of exhibiting artworks may be managed through the shop on request of the exhibiting artist or collective.

Exhibition sales attract a minimum 33.3% sales commission to the Blue Mountains Cultural Shop.

Selling artists must negotiate a contract of sale with the Marketing and Promotions Coordinator no less than 14 days prior to the exhibition of works for sale.

Unique products may be developed to promote the Cultural Centre and its exhibitions. Cultural Centre merchandise development must fit within the existing Cultural Centre budget.

3. Pricing

The optimum price mark-up is to be 100% of the cost price plus GST, or if available, a recommended retail price will be used.

Freight costs are to be added to the retail price by dividing the cost of freight across the total items freighted. The Marketing and Promotions Coordinator is to set stock prices, and in consultation with the Arts Program Leader may discount stock items up to 50% for sale

events. The discounting of specific stock items will be limited to slow-moving and discontinued stock lines.

All profits raised by shop sales will be used to support the ongoing operation and development of the Cultural Centre. Shop profits/losses are not independent of the Cultural Centre. The Arts Program Leader may approve merchandise development based on shop profits throughout the financial year.

Insight subscribers receive a 10% discount on all purchases in the shop, excluding exhibiting artwork purchases. Incentives, special offers and further discounting may occur occasionally in consultation between the Marketing and Promotions Coordinator and the Arts Program Leader as necessary. Members of other galleries, seniors and concession cardholders are not to receive a discount in the shop.

The Marketing and Promotions Coordinator may approve no more than a 40% discount of Cultural Centre generated merchandise and catalogues to other galleries or wholesalers.

Costs of postage and packaging must be charged to the customer if they request items to be posted or freighted.

4. Incentives

Items may be held on reserve; however, full payment must be made within two weeks. Lay-by arrangements are not to be offered to customers.

Special offers, specific advertising and functions involving the shop may be coordinated between the Marketing and Promotions Coordinator and the Arts Program Leader to maximise sales. At the Arts Program Leader's discretion, the shop will be opened after business hours for special events such as exhibition openings.

5. Refunds, exchanges and breakages

The shop may refund, exchange or provide credit if shop stock items are returned without damage and with proof of purchase within 30 days of the purchase date.

Exchanges will be granted if a like item remains in stock. If an item is damaged and it is clear that damage is due to a fault with the product as determined by shop employees (and this is identified within a reasonable time frame), an exchange, refund or credit may be offered.

The Marketing and Promotions Coordinator is to approve all refunds, exchanges or credit.

Due to the fragile nature of many of the shop products, patrons are to be asked to cloak their larger bags prior to entering the shop.

It is a condition of entry to the shop that damages must be paid for. A sign is to be displayed to this effect near the shop's entrance at all times.

Related documents

Legislation

- International Council of Museums, *Code of Professional Ethics*

Other documentation

- Blue Mountains City Council's *Cultural Centre Business Plan*

- Australian Competition and Consumer Commission, *Consumer Rights and Guarantees Guidelines*
- Museum Shop Association Australia, *Benchmarking Report 2019*
- Blue Mountain City Council's *Cultural Centre Exhibitions Policy*
- Blue Mountains City Council's *Expose Program Sales Procedure*
- Blue Mountains city Council's *Shop Supplier Application Form*