

Policy

Wet Tropics Management Authority

Marketing and Merchandising

Policies provide a framework for consistent application and interpretation of legislation and for the management of non-legislative matters by the Wet Tropics Management Authority. Policies are not intended to be applied inflexibly in all circumstances. Individual circumstances may require a modified application of policy.

Background

The policy outlined in this document seeks to draw out the relationship between the educational and financial needs of the Wet Tropics Management Authority in managing the Wet Tropics World Heritage Area on one hand, and the possible commercial advantages that firms or organisations might identify as a result of having their goods and services associated with the values of the World Heritage listed tropical rainforests of North Queensland.

Traditionally, government agencies involved in nature conservation have set up in-house publishing and marketing operations (confirmed by an informal Wet Tropics Management Authority survey 1995). This approach has several identified disadvantages:

- In a government system designed for accountability rather than efficiency, the resulting systems are often, in a commercial sense, unwieldy and inefficient.
- It requires considerable resources (staff, systems, storage, outlets etc) to run an effective system, and while these often remain as hidden costs within budgets, they nevertheless boost the real unit costs of products.
- There is a high degree of financial risk to the agency both in terms of choosing products which will be successful in the marketplace and in terms of minimising loss through waste and damage.
- This financial risk is often enhanced when in-house operations become insular and unaware of market needs and trends.
- Compared with commercial operations there are often quite long lead times between the identified need for a product and its production and distribution.

As an alternative to this approach there is a growing trend both in Australia and overseas towards the production of goods under licence. An example of this is the use of the World Wide Fund for Nature's Panda logo on a wide range of products. Other organisations which have adopted such an approach include Save the Children, the RSPCA, the National Heart Foundation and the Salvation Army. While in its most simple form the licensing approach may just mean the association of a logo with a product there is also considerable scope for developing a range of products which specifically relate to the licensing agency (eg in the case of Wet Tropics Management Authority the production of maps, posters, guidebooks, educational games etc).

Under s.10 of the *Wet Tropics World Heritage Protection and Management Act 1993*, two of Wet Tropics Management Authority's functions are to develop public and community education programs, and to promote the Wet Tropics World Heritage Area locally, nationally and internationally. These functions are partly fulfilled

through the production and sale of educational and promotional material such as posters, guidebooks, information booklets, clothing and other merchandise.

Under s.11 of the *Wet Tropics World Heritage Protection and Management Act 1993*, the Wet Tropics Management Authority has the power to enter into contracts, appoint agents, and charge and fix terms for goods, services and information supplied by it.

Under s.55 of the *Wet Tropics World Heritage and Management Act 1993*, the Wet Tropics Management Authority controls the use of the words Wet Tropics of Queensland World Heritage and Wet Tropics World Heritage Area, and prior written consent is required from Wet Tropics Management Authority for the use of these words in connection with a business, trade, profession or occupation.

In addition Wet Tropics Management Authority has registered the following business names under the *Business Names Act 1962-1990*: Wet Tropics Newspaper, Wet Tropics Visitor Information, Wet Tropics Visitor Centre, Wet Tropics Centre and Wet Tropics Shop.

The logo device (cassowary and Bowenia frond) has been registered as a trademark.

Policy statement

The approved use of the Wet Tropics World Heritage Area name and logo on a range of goods and services will be pursued under licence agreements with a range of possible partners in accordance with the following guidelines:

Endorsed products and services shall:

- Preferably be Australian made and where possible produced in North Queensland;
- Be consistent with the intent of the *Wet Tropics World Heritage and Management Act 1993*, Wet Tropics Plan, primary goal for the Wet Tropics World Heritage Area, and Wet Tropics Management Authority policies;
- Unlikely to adversely affect the good name or community standing of Wet Tropics Management Authority or the Wet Tropics World Heritage Area;
- Be consistent with normal community standards for good taste;
- Incorporate messages consistent with the presentation of World Heritage values and the identification of the Wet Tropics World Heritage Area.
- Respect appropriate cultural protocols and intellectual property rights when dealing with Aboriginal themes.

Note: Where a product appears to involve Aboriginal interests or relates in any way to a particular aspect of Aboriginal culture, the product needs then to be referred to an appropriate Aboriginal assessment panel prior to final endorsement.

The criteria for assessing licensing proposals shall include:

- Track record in the negotiation of licensing agreements.
- Experience in product development.

- Existing marketing/warehousing/distribution network, particularly in the Wet Tropics World Heritage Area, and possibly a mail order catalogue capacity (or the ability to quickly develop a network and mail order capacity).
- Understanding of and affinity for Wet Tropics World Heritage values.
- Financial and organisational backing.
- Estimated return to Wet Tropics Management Authority.
- Proposed business plan with particular emphasis on auditable outcomes, enforceable performance criteria, financial return, dispute resolution and a suggested time frame.

Interpretation

A number of benefits will flow from application of this policy:

- 1) A range of educational and promotional products which enhance public awareness of, understanding of, and support for the Wet Tropics World Heritage Area;
- 2) Raising of funds which benefit the effective management of the Wet Tropics World Heritage Area;
- 3) Wet Tropics Management Authority's product development costs and associated organisational and administrative costs will be minimised;
- 4) Conservation oriented opportunities for Australian manufacturers, artisans and artists, in particular those residing in the Wet Tropics region of North Queensland will be maximised.

The advantages of endorsing the production of goods through licensing include outsourcing a potentially cumbersome function, cost savings, an additional income stream, a faster development process, minimisation of financial risk, and a more business like operation.

The risk of loss of control of the product line can be overcome through appropriate guidelines, approval processes and regular monitoring and review.

Implementation

Delegation for the implementation of this policy rests with the Executive Director, who will report annually on its implementation to the Board of the Wet Tropics Management Authority.

The opportunity to use the logo and name will be widely advertised in regional, state and national newspapers and the (attached) Policy and Guidelines for Wet Tropics Marketing and merchandising Licence Opportunities will be used as the basis for negotiations with potential licensees.

At such time the Australian Wet Tropics Rainforest Foundation becomes active and has the capacity to manage the implementation of this policy, the Board of the Wet Tropics Management Authority may transfer responsibility to the Foundation by way of mutual agreement with the prior consent of existing licence agreement holders.

Disclaimer

This policy does not necessarily reflect the views of the Australian and Queensland Governments.

Approval

Wet Tropics Board

Meeting 22
22 November 1995

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